



**POSITION:** Digital Marketing Officer  
**REPORTS TO:** Director of Digital Marketing ASEAN/ANZ  
**LOCATION:** Australia - Flexible location options welcomed - WFH remote work  
**UPDATED:** April 2022

Great Place to Work® is a global people analytics and consulting firm that helps companies of all sizes produce better business results by focusing on the work experience for every employee—our research shows there’s a clear and direct relationship between employee engagement and financial performance. Over the past 25 years, we have captured the views of more than 100 million employees globally, helping organizations around the world identify and build high-trust, high-performance cultures. Powered by decades of research, Emprising®, our Software-as-a-Service survey and analytics platform, empowers companies with access to the assessments, data, and real-time reporting needed to help them create a meaningful impact on their business, their people, and their culture. Through our certification programs, we recognize outstanding workplaces and produce Australia’s Best Workplaces™ annual listing as well as a variety of other Best Workplace rankings in more than 60 other countries. Everything we do is driven by our mission: to build a better world by helping every organization become a Great Place to Work For All by the year 2030.

### Position Summary

We are looking for an enthusiastic digital marketing professional to join our team to support and (learn about along the way) a number of business areas across our service regions. Predominately working on marketing initiatives for our Australian market, the successful candidate will also join the wider regional marketing team and work on projects relating to our markets in Singapore, Philippines and other ASEAN countries. We're looking for someone with 1-2 years' experience who is driven and wanting to learn about B2B lead generation, digital social media strategies, and website updates.

You'll spend your days supporting the business - including our Sales Teams, Customer Success Team, and Consultants-with marketing tactics which help us bring in both new leads for the business, and nurture existing leads and clients with great quality content.

Our existing team comprises of digital marketers, copywriters, graphic designers and events staff, you'll be joining to help the team with tasks such as EDM sends, web updates, social posts and copywriting, and working in our CRM (Zoho) to manage client audience lists and more.

### Key Responsibilities

- EDM- Manage email sends to client database (selecting lead Images, basic copywriting, merging email lists, testing links, deploying sends)
- CRM- Assist with updating marketing dashboards in our CRM
- Website - Assist with basic updates to website including event page updates
- Social - Assisting with writing social media posts and scheduling post deployment
- Measurement- Assist with reports and dashboards for campaign performance against leads, analyze results for ongoing campaign optimization; socialize and share results and ongoing learning.
- Keep a pulse on latest demand generation techniques and technologies, with an eye toward how we can always be improving.

### Experience Requirements

- 1+ years experience in digital marketing or a relevant field such as social media, website management or copywriting.



- Experience planning and executing marketing campaigns, against measurable goals
- Strong writing & messaging skills: Be able to write strong subject lines, landing page headlines, social media posts
- Multi-Channel marketer: Working knowledge of marketing channels and vehicles: website, events, email, social, blogs, webinars

**Desirable:**

- Experience with CRM platforms, google analytics, social media sharing platforms like hootsuite.
- Qualification in marketing, communications or related field.

**Work requirements:**

- Must currently hold rights to work in Australia
- Successfully complete pre-employment requirements

***We proudly embrace and promote cultural diversity and Equal Employment Opportunity within the workplace. Indigenous Australians, Torres Strait Islanders and minority groups are encouraged to apply.***

*The preceding functions may not be comprehensive in scope regarding work performed by an employee assigned to this position classification. Management reserves the right to add, modify, change or rescind the work assignments of this position. Management also reserves the right to make reasonable accommodations so that a qualified employee(s) can perform the essential functions of the position.*

**Apply via our website at [greatplacetowork.com.au](http://greatplacetowork.com.au) or email [Bernadette.OConnor@greatplacetowork.com.au](mailto:Bernadette.OConnor@greatplacetowork.com.au) for any questions.**