



## Marketing Manager

Hays • Sydney CBD NSW



Base pay

\$130,000 - \$140,000



Work type

Full time



Contract type

Permanent

### Job details



Date posted

**12 Mar 2022**



Expiring date

**12 Mar 2023**



Category

**Education, Training & Childcare**



Occupation

**Managers, Directors & Consultants**



Base pay

**\$130,000 - \$140,000**



Contract type

**Permanent**



Work type

**Full time**



Job mode

**Standard/Business Hours**

### Full job description

#### Your new company

This is an exciting new opportunity within Sydney with a prestigious education provider who are looking for a Marketing Manager to join the team.

#### Your new role

You will be an integral part of the marketing team with direct reports. As Marketing Manager you will work in different areas such as:

**Marketing** - Develop a marketing strategy for the education provider. Work on developing key themes for marketing with a strategy that supports them and with activities from them, such as paid, earned and owned media. Co-ordinate, evaluate and monitor the annual advertising and publications budgets etc.

**Media**: Ensure the public reputation of the education provider through strong and effective media relations, Establish and maintain relationships with key media contacts.

**Website and Social media**: You will launch the new website for the education provider ensuring content is correct and conduct UX testing prior to launch. Develop and utilise web strategies and e-communications techniques that will reach target audiences through vibrant and interactive multimedia applications. Manage all social media platforms such as Facebook, Twitter, YouTube, and Instagram.

**Communications and Publications**: Prepare specific communications strategies for projects. Oversee and manage the editorial structure, design and content of all publications.

#### What you'll need to succeed

To succeed in this role you will have a technical understanding of marketing processes. You will have the ability to own and run marketing campaigns from start to finish. You will be familiar and understand the capabilities of CRM.

Amazing written and oral communications skills.

**What you'll get in return**

You will receive a competitive salary plus super. Lots of added benefits. Get to work for one of Sydney's most prestigious education providers in a beautiful location with a tight knit team.

**What you need to do now**

If you're interested in this role, click 'apply now' to forward an up-to-date copy of your CV, or email your CV directly to [Sophie.Kehoe@hays.com.au](mailto:Sophie.Kehoe@hays.com.au) including information on your current situation, availability and expected rate / salary.

If this job isn't quite right for you but you are looking for a new position, please contact us for a confidential discussion on your career.

**LHS 297508 #2622901**