

Digital Marketing Manager

Michael Page • South Eastern Suburbs Melbourne VIC



Base pay

\$110,000 - \$125,000



Work type

Full time



Contract type

Permanent

Perks

ADDITIONAL LEAVE

Skills

MARKETING

CONTENT CREATION

DIGITAL CAMPAIGN

MARKETING DEPARTMENT

MEDIA PLANNING

SEARCH ENGINE MARKETING

SEARCH ENGINE OPTIMIZATION

DIGITAL MEDIA

Full job description

- Opportunity to work within a highly reputable education sector organisation
- Flexible WFH arrangements - 3 days in office

About Our Client

A well established and highly reputable secondary school organisation located in Melbourne.

Job Description

- Develop, plan and analyse digital marketing strategies across digital platforms including website, social media channels, digital marketing media and ad channels including SEO and SEM

Job details



Date posted

19 Apr 2022



Expired On

08 Aug 2022



Category

Marketing & Advertising



Occupation

Managers, Directors & Consultants



Base pay

\$110,000 - \$125,000



Contract type

Permanent



Work type

Full time



Job mode

Standard business hours



Work Authorisation

AUSTRALIAN CITIZEN / PERMANENT RESIDENT

- Develop and implement social media strategies and plans
- Plan, manage and maintain content for Organisational website
- Manage digital media budgets and have a strong understanding of media planning and buying to optimise media return and strong campaign outcomes
- Collaborate with and manage agencies, internal and external stakeholders

The Successful Applicant

- Experience managing a digital media environment and leading digital channel campaigns including SEO and SEM
- A strong understanding of website content creation and management
- Strong knowledge of digital analytics tools and digital programs in particular but not strictly Google Analytics, NetInsight, Omniture or Magento
- Strong Stakeholder management
- A relevant Working with Children Check (WWC) or willingness to obtain a WWC

What's on Offer

- WFH hybrid and flexibility
- Opportunity for marketing professional to come in and help to shape a relatively new marketing department
- Employee Assistance Program access
- 11% Superannuation
- Additional leave between Christmas and New Year