



METEORITE MONITORING

J O B D E S C R I P T I O N

Digital Marketing Manager

We're an ambitious Sydney-based start-up working towards a renewable future and we're on the hunt for a Digital Marketing Manager to ignite, craft and manage our marketing strategy and operations, with a focus on lead generation and customer acquisition/retention to set a course for growth. Marketing will play the single biggest key role in that growth.

You'll need the confidence to work independently, but in collaboration with the founder on major decisions. It's imperative you have a solid understanding of B2B data-based digital marketing covering SEO/SEM, social, EDM and CRO, while reporting on market insights and marketing ROI. You should also be comfortable working with basic traditional marketing covering print advertising and trade collateral.

Responsibilities

- Working with the founder to strategise, implement and optimise a range of digital campaigns to better target and grow the customer base and ultimately compound the business.
- Setup, test and analyse user engagement across all digital channels and various analytics platforms to identify and provide reporting on customer experience to assist in optimising campaign spend, performance, optimisation, and conversion across channels and potential customer touch points.
- Manage and deploy some basic traditional-marketing campaigns, in conjunction with the primary marketing objectives driven by the digital strategy.
- Managing and liaising with content creators like copywriters and designers and also being hands-on with ad copy to ensure consistency across channels.
- Maintaining a very-light social media presence.

Requirements

- Passion in sustainability, efficiency, and making an impact on the world is critical.
- 10-20 hours per week, on a set schedule if possible.
- 5+ years' experience, with at least half in B2B digital Marketing.
- Experience in setup and analysis of the full Google Suite, but especially AdWords, Analytics and Tag Manager.
- Experience with split testing in SEO/SEM/EDM.
- Strong belief and experience in data-based decision making, user research and leveraging customer insights.
- Design expertise highly favourable.

These kinds of opportunities don't come along often, i.e. to join and heavily impact a local start-up at such a critical growth juncture. If you're excited to be part of the success story of a passionate group of people working on hardware & software-based sustainability solutions, send us your CV today.

Check us out online at <https://www.meteorite.net.au/>