

Position Description – Senior Marketing Specialist

Core Detail

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| Title | Senior Marketing Specialist |
| Objective | Support the development, delivery and optimisation of our omnichannel marketing strategy to boost customer engagement, lead generation and sales/occupancy performance. |
| Role | Coordinate a small team of contractors and execute multi-channel marketing campaigns, from planning through design, implementation, and optimisation, ensuring all initiatives deliver results aligned with the business goals. |
| Competency | Be results-driven, passionate about conversion optimisation and have experience working across the entire marketing mix and a solid understanding of SEO, SEM, SMM, EDM, inbound and content marketing. |

Position Parameters

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| Employment | Permanent, Full-Time |
| Reporting to | Sales & Marketing Manager |
| Key Relationships | Aged Care Manager & Retirement Living Manager, Village Managers, Facility Managers, Operations Support Officers, Client Service, and contractors. |
| Location | TriCare Head Office, 250 Newnham Road, Mount Gravatt, Qld. |

Detailed Description of the Position

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| Marketing | <ul style="list-style-type: none"> Assist the Marketing Manager with designing, implementing, and optimising multi-channel marketing campaigns and initiatives. Assist with the designing and implementation of go-to-market strategies. Content Marketing: Source, produce, and share engaging, original content that drives brand storytelling across multiple digital and print platforms. Product Marketing: Actively participate in planning and implementing sales and marketing initiatives and localised marketing campaigns. |
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| | <ul style="list-style-type: none"> • Brand: Coordinate PR, sponsorships/partnerships, signage, asset creation and management, events, and drive customer insights and market research. • Support the Marketing Manager and Head Office teams by creating and updating marketing collateral, including brochures and flyers, print and digital media, banners, general communication and gifts. |
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| Digital Marketing | <ul style="list-style-type: none"> • Coordinate the delivery and optimisation of digital activities for SEO, SEM, SMM. Constantly testing and optimising to generate more qualified leads and better ROI. • Manage inbound marketing initiatives, email segmentation and automation and ads on third party websites. • Coordinate the digital advertisement of units for sale. • Manage social media channels and nurture audience |
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| Industry Events | <ul style="list-style-type: none"> • Assist with events and other sales activities, including open days, expos, pop-up booths and community engagement events. |
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| Track and Monitor | <ul style="list-style-type: none"> • Create A/B tests to monitor, evaluate, and optimise performances on an ongoing basis by analysing key metrics to measure the effectiveness of the marketing efforts. • Support the Marketing Manager by tracking the results of campaigns and activities, including email marketing, events, social media ads, and content marketing. • Assist with collecting information for market research, competitors' monitoring, industry trends and news. |
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| Marketing Management | <ul style="list-style-type: none"> • Assist with the management of multiple marketing projects and sales initiatives. • Ensure contractors deliver results aligned with the marketings strategy and overall business goals. |
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Skills and Knowledge

- Proven ability to coordinate marketing campaigns, think creatively and strategically.
- Excellent written and verbal communication, copywriting and story writing skills.
- Proficient in graphic designing and with a firm grasp on various marketing platforms, including social, digital, and email marketing.

Personal Attributes

- Creative and proactive and have a combination of skills and experience in project management, digital advertising, local marketing, copywriting and graphic design.
- Enthusiastic and exhibit a passion for marketing and sales.
- A highly motivated and organised individual with a solution-orientated approach to work.
- A self-starter able to independently move projects forward, prioritise tasks and meet deadlines.
- Flexible with hours and availability to occasionally work weekends.

Qualifications and Experience

- Minimum 5 years experience in marketing working across the entire marketing mix and a solid understanding of SEO, SEM, SMM, EDM, inbound and content marketing.

Work Health and Safety

The incumbent has the responsibility to comply with and meet all obligations contained in:

- a) Work Health and Safety (WHS) legislation;
- b) Related WHS responsibilities; and
- c) TriCare's Risk Management (RM) standards.

Key Personnel Requirements

To comply with the *Aged Care Act 1997*, the Senior Marketing Specialist must not at any time be a Disqualified Individual. A Disqualified Individual is:-

1. a person convicted of an indictable offence;
2. an insolvent under administration (an undischarged bankrupt or a person who has entered into an arrangement with creditors); or
3. of unsound mind.

For the successful candidate, TriCare must, both before commencement and at any other appropriate time:-

1. obtain a Police Certificate;
2. conduct a search of bankruptcy records; and
3. conduct previous employment and referee checks.

If at any time during the course of the Marketing Coordinator's employment, they become a Disqualified Person, the Marketing Coordinator is required to immediately disclose this to TriCare's Human Resource Manager in writing.