

JOB DESCRIPTION FORM			
Job Title:	Marketing Assistant	Hay Grade	
Department/Group:	Sales & Marketing	Location:	Beenleigh
Reporting to:	Marketing Manager	Position Type:	Full Time
HR Contact:		Date posted:	
Current Job holder:		Start Date:	

**Knauf commitment - “Working together to become the market leader in lightweight construction systems.”**

## 1. SUMMARY OF OVERALL JOB ASSIGNMENT

The Marketing Assistant is responsible for the support and coordination of marketing and communications activities needed to achieve the company’s objectives.

## 2. MAIN ACTIVITIES / RESPONSIBILITIES

- Coordinate the development of marketing and promotional literature and other collateral. This may include design and creation, preparation of agency briefs; liaison with suppliers and agencies and managing to completion for:
  - Product samples
  - Promotional items,
  - Printed collateral,
  - Multimedia collateral
- Coordinate and manage corporate events such as tradeshow, conferences, seminars & exhibitions to ensure a high quality customer experience while working to convert activities into sales opportunities.
- Maintain and update corporate collateral materials including:
  - Event properties such as display stands & banners.
  - Signage
  - Vehicle wraps
  - Power point templates
  - Phone Messages
- Budgeting administration including new vendor setup, raising purchase requisitions, maintaining purchase order records, receipting goods and follow up on invoices.
- Daily administration of online customer enquiries and follow up with internal stakeholders to ensure excellence in online customer experience.
- Maintain and update industry databases with Knauf product and service information to improve our online presentation and searchability
- Coordination of agreed advertising activities in line with budget. Liaise with advertising companies and media house contacts, assist in the preparation and delivery of advertising materials and ensure deadlines are met.
- Coordinate the management of sales literature and marketing collateral inventory and distribution. (stock monitoring, re-ordering, re-printing, quotes & orders, distribution)
- Review website traffic data and online user experience and make recommendations for improvements in user experience.
- Participate and contribute to marketing activities, tasks and projects to help achieve company goals

- Assist in researching content and sourcing images for use in marketing collateral
- Assist in monitoring social media platforms and scheduling social media posts.
- Assist with HubSpot database maintenance and the creation of direct mail and digital campaigns.
- Warranty administration
- Assist in the generation of monthly reports
- Other Marketing duties as assigned from time to time

### 3. MINIMUM COMPETENCIES REQUIRED FOR THE JOB

#### Professional and/or technical competencies:

- Experience in a similar role and hold a Degree in Marketing and or Communications.
- Good software knowledge essential: MS Word, Excel and PowerPoint, Adobe Creative Cloud Suite – in particular Acrobat, InDesign, Photoshop, Lightroom, Illustrator.
- Experience of Wordpress or similar website content management systems
- Experience of marketing automation software and in particular HubSpot is desirable
- SEO and social media marketing experience is highly desirable.

#### Behavioural and/or managerial competencies:

- Excellent communications skills, written, verbal and interpersonal
- Thorough, meticulous and attention to detail
- Ability to work on own initiative and to meet deadlines
- Good organisational skills, time management capability
- Ability to take direction on occasions from multiple managers and prioritise tasks

#### Linguistic skills: English

<i>Languages :</i>	<i>Basic knowledge</i>	<i>Moderate</i>	<i>Professional Proficiency</i>	<i>Bilingual</i>
1) English	<input type="checkbox"/>	<input type="checkbox"/>	x	<input type="checkbox"/>
2)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### **DATE OF VALIDATION:**

<b>Job Holder Name:</b>	<b>Supervising Manager Name:</b>
<b>Signature:</b>	<b>Signature:</b>
<b>Date:</b>	<b>Date:</b>

**Date Produced: 1 January 2020**

**Authorised by: Gavin Burton, Managing Director**