

Marketing Executive Position Description



Position Title:	Marketing Executive		
Reports to:	Marketing and Sales Operations Manager		
Financial Delegations:	None		
Division:	insighnia	Dept:	Marketing
Location:	Brisbane	Creation Date:	2016

Company Overview

insighnia is a national labelling and coding business with a strong focus on providing valued solutions to its customers. Part of the Winson Group, insighnia has an unwavering passion to help Australian businesses compete. Our values, our people, our products and our services have been the platform for 50 years of being an indispensable partner for our customers.

Our Promise:

- Market leading products
- Nationwide coverage
- Expertise across all industries
- Delivered with personable service and support, diligence and professionalism

Group Cores Values: Honour; Ownership and Commitment; Change for Strength; Diligence

Position Overview & Organisational Requirements

Position Summary:

The position of Senior Marketing Executive involves the coordination of marketing campaigns and events within insighnia's Marketing department.

Organisational Requirements:

- All positions within the Winson Group will support the achievement of our Mission.
- When dealing with our colleagues, customers and the community, all employees are required to act in accordance with the company's stated values, customs and practices.
- Employees are required to comply with all relevant legislation, laws, regulations, standards, codes and the Group's policies and procedures.
- Employees are required to take reasonable care of their own health and safety and the health and safety of other people, including people working under their supervision or direction, in accordance with the Workplace Health and Safety Legislation, relevant to each state.

Employees have the right to refuse to carry out or stop unsafe work, if there is a reasonable concern that the work will expose a serious risk to health and safety from an immediate or imminent hazard. If work is stopped because it is unsafe, management must be advised as soon as possible. Whilst the

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matter is being resolved alternative work is to be carried out, including doing other tasks trained or able to do.

Key Responsibilities

Campaigns and Customer Communication

- Campaign development, including briefing external suppliers, sourcing promotional products, data briefs, approval process, internal communications and campaign deployment
- Measuring and reporting post campaign effectiveness
- Managing campaigns for Vendor marketing funds, including development of campaign plan, internal approval process, written application, campaign deployment, reporting results and administration of vendor funding
- Contribute to ad hoc campaigns and activity as required

Brand Strategy & Marketing Collateral

- Contribute to the production of insignia brand initiatives and campaigns
- Maintaining insignia's corporate identity manual and control systems
- Ensure the correct use and application of insignia's brand and logos in all marketing communications, campaigns, website pages, stationery, electronic templates and packaging.
- Contribute to the planning and development of sales collateral to support sales team

Event Management

- Contribute to the planning and execution all external and internal events including AUSPACK, GS1 events, and industry-specific events, including event bookings, stand design, budget management, advertising, staff planning, travel & accommodation
- Ensure all post show lead data is imported and tracked through CRM, and results are reported back.

Content Development, PR, Social Media and Advertising

- Ensure all content, PR and advertising initiatives are aligned for both online and offline channels.
- Contribute to the development of the Content plan, execution & management of plan
- Develop briefs when appropriate and liaise with insignia's creative agency, journalists and copy writers in the development of PR material/content
- Contribute to the development & deployment social media campaigns, eg LinkedIn

Market Research and Customer Feedback

- Gain thorough understanding of the corporate survey software to be able to execute surveys when required.
- Contribute to the development and execution of annual satisfaction surveys for the Labels, VIP and Domino database.

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- Participate in market research activities to discover customer needs, competitor information, technology trends and general market information.

Customer Database

- Build data queries and dashboards for data integrity
- Manage database updates and build lists for actioning as well as managing suppression lists
- Build data queries for sales and marketing reports
- Manage database development for improved profiling and segmenting

Website and Digital Marketing

- Facilitate the maintenance and improvement of website and managing the changes using the CMS (Magento) including additions to product catalogue, both inside and outside online store.
- Be a point of contact digital enquiries for internal and external stakeholders
- Manage paid and organic search campaigns in conjunction with Signet Digital Marketing Manager and external search partner

General

- Contribute to management of marketing expenses and budget
- Contribute to annual marketing plan meetings
- Prepare a summary of marketing activities each month for Operations Meetings
- Ensure all marketing operations processes are documented as Standard Operating Procedures
- Ensure all marketing and promotional activities are communicated to other insignia departments

Key Competencies/Experience

Key Competencies

- An understanding of contemporary direct marketing strategies, tactics, and an overall working knowledge of marketing
- High level conceptual and analytical skills and the ability to identify appropriate solutions that meet business needs and objectives
- Demonstrated ability to manage stakeholders at all levels including internal and external customers and suppliers
- Strong copy writing skills with high attention to detail
- Advanced skills in working with client database systems and MS Office applications
- Proven ability to work effectively under pressure, handle competing priorities and diverse workload, meet deadlines and manage activities through to completion

Experience

- 3-5 years' experience in a marketing or event management style role
- Exposure to Business-to-Business marketing environments
- 2+ years in an autonomous role with minimum supervision

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- Ability to drive and lead multiple projects simultaneously
- Ability to think big-picture whilst have an eye for detail in execution

Key Performance Indicators

- Behaviours are aligned to Winson's stated Values and Behaviours
- Marketing Campaigns are coordinated successfully and delivered on time, in budget
- insignia branding is consistent across all channels
- Events and trade shows completed on time, in budget.
- insignia is professionally represented at all stakeholder meetings and events
- All databases are maintained and up to date
- All priorities are met within deadlines through cooperative team and individual effort

Qualifications

- Tertiary qualifications in Marketing, Media and Communications or a related discipline

Mandatory Criteria

- Driver's license

Specific Requirements of the Position

- Availability to attend 1 weekend conference per year (if required)
- Ability to attend out-of-hours industry functions and events
- Availability to occasionally work before/after hours to accommodate external state/territory daylight savings and public holidays

Key Stakeholders

Internal

- Executive General Manager
- Heads of Sales, CX and Technical
- Marketing Team
- Sales Team
- Customer Care team
- Projects and Field Service teams

External

- Customers

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- Trade Media
- GS1 and Industry Associations
- Signet Digital team
- Marketing Agencies

Authorisation

Please sign to confirm that this Position Description has been discussed by both parties.

Employee Name & Signature

Date

Manager Name & Signature

Date

Date	Reviewed By	Comment
15/05/17	R Hewish	New Position Description
16/04/19	S Young	New Position Name
19/03/21	S Jennings	Updated Responsibilities