



Marketing and Communications Specialist

Reporting to the CEO, the marketing and communications specialist will develop, execute, and monitor marketing programs across a variety of channels with the purpose of increasing brand awareness, revenue and occupancy. The organisation will rely on the role to work collaboratively with divisional leaders and internal specialists to analyse trends that will define the organisation's marketing strategy.

The role will also be responsible for developing content for internal and external distribution that will enhance the overall brand awareness and engagement of Barossa Village clients, residents and employees.

KPI's

- Brand Awareness 70%
- Corporate Publications: on time on quality
- Internal Satisfaction rating
- Return on investment – increased revenue and occupancy

Responsibilities:

- Review and refine the organisational marketing strategy establishing goals and objectives in relation to enhancing brand awareness, revenue and occupancy
- Collaborate with other internal teams to develop and monitor strategic marketing initiatives
- Develop, implement, and track marketing programs such as email, social media, digital campaigns, and events
- Analyse and report on the performance and efficiency of marketing campaigns
- Conduct market research and analyse trends to identify new marketing opportunities

- Develop and create marketing collateral ensuring brand guidelines are met
- Write, proofread, and edit creative and technical content across different mediums
- Utilise interviewing skills to gather, interpret and present rich and diverse content that builds a comprehensive view of our community, organisation, services and clients
- Work with external agencies and vendors to execute marketing programs
- Develop and implement a communication strategy that includes media outreach and social media content creation.
- Research and write press releases, and content for the company website, infographics, blogs, and newsletters.
- Acquire and maintain a detailed knowledge of the company's policies, principles, and strategies, and keep up-to-date with relevant developments.
- Work with key internal stakeholders to brainstorm content ideas, in line with the company's strategy and in support of various brand initiatives.
- Support and evaluate results of communication campaigns with the team.
- Coordinate external and internal communications flow (memos, newsletters, publications etc.)

Essential Criteria:

- Undergraduate degree in business administration, marketing, communications, or a related field
- 2-5 years of experience in marketing
- Excellent analytical skills and a passion for data analysis
- Advanced written, visual and verbal communication skills
- Skilled in writing and editing content with an attention to detail
- Strong prioritisation, organisation, and project management skills

Key Competencies:

Analysis:

Breaks issues down into their components as a means of assessing problems and risks; Systematically compares different features, data and/or aspects of problems; Identifies assumptions, time sequences and/or causal relationships.

Detail & Quality Focus:

Proactively checks work to ensure accuracy. Adopts a thorough and methodical approach to work. Consistently maintains high standards for self and others.

Innovation:

Generates creative and original ideas and approaches. Seeks to improve performance by challenging conventional assumptions. Proactively identifies and creates new opportunities

Planning & Organising:

Establishes a course of action for self and/or others to accomplish specific goals. Schedules and coordinates events, activities and resources in a timely manner. Actively, monitors timescales, plans and resources to manage risk appropriately.

Relationship Building:

Develops and maintains productive internal and external relationships to facilitate the achievement of work-related objectives

Results Focus:

Strives to meet or exceed standards of excellence. Sets and reaches challenging personal and organisational goals. Achieves goals and meets deadlines despite obstacles. Acknowledging that some work maybe repetitive, perseveres with responsibilities without compromising quality or excellence

Alignment to the Barossa Village Values:

Creative Thinking: To deliver innovative solutions that make us better

Compassion: To be genuinely concerned about the other person or people's needs and embrace difference.

Collaboration: To drive inclusion through listening, learning, understanding and encouraging

Courage: To lean into challenging situations with confidence

