

Direct Marketing Coordinator

- Permanent full-time position | Adelaide CBD location
- Vibrant friendly and inclusive team | Flexible working conditions
- Additional Salary sacrifice options + Labradors around the office

At Guide Dogs SA/NT we use our expertise in dogs and vision to promote independence, participation, inclusion and wellbeing for people with low vision, blindness or specialised support needs.

We offer a collaborative, flexible working environment and opportunities for growth and development.

About the role

Reporting to the Marketing Team Leader, as our Direct Marketing Coordinator, you will be the database guru of the Fundraising, Marketing and Communications Team. You will be responsible for supporting the delivery of the organisations marketing strategies and initiatives by providing high quality database and customer journey management, implementation of Google Analytics metrics, development of SEO Website content development, developing and implementing SEM and direct marketing campaigns.

About you

To be successful in this role you will have demonstrated and proven experience in managing CRM systems - NetSuite, Google AdWords, Facebook Business Ads Manager and Google Analytics platforms. Exceptional analytical, written, and interpersonal communication skills with proven ability to work collaboratively with multiple stakeholders. With a passion for data, metrics, and digital marketing, you will be able to effectively manage multiple projects simultaneously, while delivering high-quality work in a fast-paced environment.

To be considered for interview, you will need to demonstrate through your application:

- Relevant qualification in Marketing or related field
- At least 4 years of experience in direct marketing coordination or related field
- Demonstrated proficient and work experience with CRM Systems, NetSuite or similar software, Google AdWords, Facebook Business Ads Manager, Google Analytics.
- Proficient in database analysis and Microsoft Excel functions and features.
- Proficient with developing and implementing web users journey pathways and experience with WordPress Content Management Systems (CMS)
- Experience in preparing performance reports and provide insights on Fundraising, Marketing campaigns and activities.

Submitting and maintaining a current Driver's Licence, Police and DHS clearances is a condition of employment.

Benefits

- Make a difference for people living with low vision or blindness, within a friendly and supportive team who are passionate about what they do.
- Opportunity to salary sacrifice and maximize your take-home pay.
- Employee Assistance Program offering counselling and support services.
- Professional development and training opportunities.
- Flexible working arrangements.
- Complimentary annual flu shots.
- Dogs in the office every day!

Learn more

For a complete description of the role's key responsibilities and requirements, please review the [Position Description](#)

For a confidential discussion please call Erica Pedroso Montagner on (08) 8115 6085 or contact human.resources@guidedogs.org.au.

Please ensure your application addresses the requirements of the role as described in the Position Description and enter your details at our website [here](#).

Applications close by 9am Monday 5 February 2024