

Position Vacant – Marketing Communications Manager

- Reports to the Head of Corporate Affairs
- Located at Port Botany

This position is responsible for the delivery of NSW Ports' digital strategy and management of our digital channels, coordination of content and brand and marketing activities to support the achievement of the Corporate Affairs strategy.

What are the key accountabilities for this role?

Marketing Communication Planning and Implementation

- Develop and implement the marketing communications plans (incorporating marketing, advertising, digital and brand) aligned to key business priorities in support of the Corporate Affairs Strategy.
- Collaborate with stakeholders internally to ensure marketing support is provided to priority projects.
- Assist with Corporate and Community events including logistics and promotional activities.
- Track ROI of campaigns – including measuring Share of Voice, Reputation, website and social analytics in alignment with Corporate Affairs Strategy.

Brand & Advertising

- Develop and manage the NSW Ports brand guidelines with regular review.
- Maintain and deliver new marketing and brand collateral, tools and training for the business.
- Establish and manage a group of high-quality design, digital and production suppliers.
- Create and manage an annual program of B2B and B2C marketing and advertising, covering metro news, industry press and digital that promotes NSW Ports brand and profile and positions as an industry leader.

Content & News Creation

- Work in partnership with the Communications Manager to develop and deliver an annual multi-channel content calendar that inform & engage all stakeholders & increases overall reputation of NSW Ports in alignment with KPIs.
- Write and create a wide range of content (both custom and multi-channel) e.g. web pages, blogs, social media, stakeholder alerts, advertising and FAQ pages.
- Coordinate corporate content development e.g. photography/filming in support of corporate objectives.
- Create clear content briefs for agency partners and manage their deliverables to timeframes and KPIs.
- Edit your own and other's work for grammar, clarity and accuracy - ensuring content output from other team members is of a high standard.

Digital Asset Management

- Manage the NSW Ports website and all digital assets including social channels e.g. Instagram, LinkedIn, Facebook, YouTube.
- Structure web pages using best-practice SEO tactics including headings, page titles, meta descriptions, call to actions and internal linking.
- SEO-optimising or adapting existing content for better search performance and analyse performance over time.
- Ensure regular monitoring and response to social channels.
- Develop and host training sessions for team members.

What experience, qualifications and skills will you have to be successful?

- Tertiary degree in communication, marketing or related discipline
- 5+ years of experience in a similar role
- Experience in infrastructure, logistics and supply chain or similar industry with transferrable skills
- Ability to create and drive B2B and B2C marketing / advertising / social campaigns
- Demonstrated knowledge of SEO and Google Analytics
- Hands-on experience with web content management tools, like Drupal or Word Press
- Proficiency in MS Office
- Driver license and own car
- Superior written and verbal communication skills
- A good eye for design and able to produce quality publications
- Attention to detail
- Demonstrated success in building sound working relationships
- Excellent interpersonal and organisational skills
- Excellent presentation skills
- Demonstrated creative flare and ability
- Proven ability to work independently and as part of a team

For more information or to submit your application, please contact Rebecca Tabakoff from Temple Search on phone: 0419 229 878 or email: Rebecca.Tabakoff@templesearch.com.au.