

POSITION DESCRIPTION

JOB TITLE: Marketing Coordinator - National

JOB TYPE: Full Time

LOCATION: WFH / Hybrid

REPORTING TO: National Sales Manager

POSITION PURPOSE: This role supports the development and execution of marketing strategies by coordinating product design, promotional campaigns, and technical documentation. It also provides project and administrative support, assists with field events, maintain customer relationships, and ensure alignment with national and international business goals.

MAIN DUTIES/RESPONSIBILITIES

Duties will include but are not limited to:

- Working with the National Sales Manager to build and implement product marketing
- Aligning local marketing activities with the broader business plans for Australia.
- Coordinating product design activities.
- Organising promotional campaigns.
- Assist with designing and preparing technical product information.
- Assist with designing and preparing labels as required.
- Coordinate and support local field days.
- Identifying, implementing and maintaining efficient administrative support to project(s).
- Providing administrative support in tracking and reporting progress and performance of one or more projects, maintaining plans regarding time frames and resourcing, providing process administration support and contributing to quality.
- Coordinating project meetings and telephone conferences as requested.
- Preparing professional presentations, maintaining document templates, controlling version and document distribution.
- Developing and maintaining marketing and branding standards.
- Assist with any shared projects as agreed with the Marketing Coordinator International.
- Maintenance of Omnia Australia Website
- Support the coordination and oversight of social media contractors to ensure alignment with Omnia's chose crops, target markets, and core values
- Specialised project management as required.
- Collaborate with OSA's leadership team to align with organisational growth agenda.

SKILLS AND EXPERIENCE

- 1-3 years prior experience in Marketing
- Understanding of strategy and execution
- Exceptional communications skills, both written and verbal
- Well-developed planning, analytical, problem solving and organisational skills
- Exceptional interpersonal skills
- Proven customer focus
- Strong computer literacy in Microsoft applications. Other relevant program experience within Marketing advantageous.
- Ability to work autonomously and as part of a team
- Marketing qualification is preferred
- Experience and understanding of Manufacturing or Agricultural industries is desirable

OTHER RELEVANT INFORMATION

- This role will require domestic travel occasionally