



Inbound Marketing Manager – Sydney

- Part-time role (3-4 days per week negotiable)
- Varied Inbound Marketing role reporting to the Managing Director
- Be part of our growth and success

The role is an integral role for the company working alongside the Managing Director and Business Development managers to drive leads and convert leads to customers. The position will see you manage the company's online presence, social media, eDM and content creation.

The Role:

- Lead the digital marketing strategy, content development and execution across all marketing channels
- Manage the company website and landing pages ensuring all information is accurate and up to date
- Create and manage all digital assets such as landing pages, blogs, eDMs, white papers, case studies and all images
- Manage and grow social media communities including LinkedIn, Twitter, Facebook and Instagram
- Manage the monthly content calendar
- Manage the CRM database
- Manage eDM automation/workflows
- Analyse results and report on performance against ROI and KPIs to identify new opportunities
- Identify trends and insights, optimising accordingly
- Manage external agencies to ensure KPI's and targets are met
- Other ad-hoc duties as required

To Be Successful:

- Degree qualified in marketing or communications
- 5+ years marketing experience
- Photoshop and InDesign experience
- Experience using HubSpot, Google Analytics, Google AdWords, CRM and CMS systems
- Strong analytical skills and data-driven thinking with expertise in lead generation
- Excellent written and verbal communication skills
- Great team player who can also take ownership and work independently
- SEO and HTML experience an advantage



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SYDNEY MELBOURNE BRISBANE

Interested parties are requested to send expressions of interest along with their CV's to Kirsten Walsh at careers@pcg.com.au