

## Position Description

<b>Title</b>	Marketing Consultant
<b>Department</b>	Customer Development & Experience
<b>Reports to</b>	Head of Marketing
<b>Direct reports</b>	None
<b>Location</b>	Melbourne
<b>Salary bracket</b>	\$60-70k pro rata
<b>Role Type</b>	Part-time – 3 days per week

### Soft skills profile

- Good interpersonal and communication skills – key for internal engagement
- Self-starter and motivated attitude
- Ability to manage internal expectations and problem solve
- Flexible, hard-working and committed to our “customer is king” values

## Job ad

### About us:

Entity Solutions is a well-established, global business that provides modern workforce solutions to a large array of customers. We specialise in a holistic service for contractor management, outsourced payroll, migration assistance, and technology solutions.

### Role Summary:

We are looking for a creative and collaborative marketing professional with a talent for content creation. We need someone hands on and results-driven to support our Head of Marketing with communicating our brand narrative.

- Melbourne CBD office location
- Customer-centric culture
- Fast-paced and creative environment

The role supports the execution of our key strategic priorities, with a primary emphasis on brand enhancement, focused growth and customer experience (“customer is king”) initiatives.

### **Key responsibilities:**

- Develop quality marketing and sales collateral with design support, such as;
  - Website content development and updates
  - Email marketing campaign creation
  - Brochure / flyer content
  - Presentation content
  - Whitepaper content
- Support content development across all our social media channels and brief in designer on requirements
- Assist in the coordination of external events to support and enable key strategic initiatives and activities. This would include Customer events (across APAC) in various formats, such as seminars, boardroom lunches, launches, round table discussions, workshops etc.
- Facilitate internal engagement activities, such as our monthly celebrations
- General marketing admin support, including intranet updates and website enquiries management
- Support with pre-sales material as required

### **You will have:**

- Proven experience for delivering customer-centric outcomes
- A natural ability to articulate the brand narrative through written content
- 2+ years B2B (preferred) marketing and content creation experience
- Experience with Google Ads desirable
- Time and project management skills to effectively manage and prioritise team workload
- Interpersonal skills that allow you to work well with all departments
- All-round Marketing skills, a passion for delivering quality work and an interest in professional development
- Excellent Microsoft Office skills (specifically PowerPoint and Excel)
- Keep up to date with the latest digital marketing trends

### **Why apply for this role:**

This position is a chance to work somewhere you can indeed be proud of, with a supportive leadership environment and a motivating company culture. We offer career development opportunities and flexible working conditions.