

Hygain® - Marketing and Sales Coordinator Race/Stud/Vet

Job Title: Marketing and Sales Coordinator Race/Stud/Vet
Reporting to: Marketing Manager
Hours: Full Time Position
Location: Officer

The Hygain Group is Australia's leading equine feed manufacturer. The company comprises two key Brands, Hygain and Mitavite, both showcasing industry leading feed products to suit the nutritional needs of all horse types and working conditions to clients both nationally and internationally. As industry leaders the Hygain Group use both existing and emerging nutritional and manufacturing technologies to deliver the highest standard of quality products & services to our clients. As a result of business growth, we are currently seeking a Marketing Coordinator to join our marketing team.

With a focus on growing our Race/Stud/Vet markets, this newly created role is suited to an individual with previous marketing and events experience, preferably in the equestrian industry. You will be working with the Sales Team and the Marketing Team to deliver sales support tools and will also implement end to end integrated brand campaigns targeting these key markets. As a newly created position, this is a unique opportunity for the right person to develop this role. We are looking for someone who can take initiative, work collaboratively and assist in driving these key markets.

Key responsibilities and duties

- Work with Marketing Manager and Sales to Develop and implement Vet Marketing Plan to agreed process to achieve sales targets including
- Develop and Manage Vet Tools and Education requirements
- Develop and Manage Vet Acquisition and Retention Program
- Develop and Manage Vet Integrated Consumer Marketing Campaigns
- Develop and Manage Sponsored Events/Seminars
- Work with Marketing Manager and Sales to Develop and implement Stud Marketing Plan to agreed process to achieve sales targets
- Develop and Manage Stud Sales Tools
- Develop and Manage Stud Marketing requirements
- Work with Marketing Manager and Sales to Develop and implement Race Marketing Plan to achieve sales targets
- Develop and Manage Race Brand Integrated Marketing Campaigns
- Develop and Manage Sponsored Racing Venues Contract Management to leverage and maximise brand exposure, including event management, merchandise and signage
- Develop and Manage Sponsored Trainers Contract Management to leverage and maximise brand exposure

What you'll need (essential)

- Excellent Customer Service
- Positive Attitude
- Able to work well in a dynamic team
- Sales/Marketing Experience in the Equine/Pet Industry
- Excellent Communication
- Excellent written skills with the ability to communicate technical information in easy to understand language
- An aptitude to learn
- MS Office
- Excellent personal organisation and time management skills including the ability to handle multiple tasks simultaneously and take full responsibility meet deadlines

Desirable

- Marketing Qualification
- Sales Experience
- Nutrition experience
- Creative Suite
- Experience in a similar role

Apply to dnielsen@hygain.com.au