

JOB DESCRIPTION

Marketing and Ecommerce Specialist

- **Join one of Australia's leading suppliers to the Hotel Accommodation sector**
- **Excel in a growing and dynamic business with a strong sustainability mission**
- **Full-time role based at Sydney Northern Beaches head-office**

Established in 1997, Swisstrade is a leading supplier of Hotel Operating Equipment, Supplies and Guest Amenities, focusing primarily on Hotels, Resorts and Casinos across the Pacific region.

To continue our success and continuous growth, Swisstrade requires a **talented and motivated marketing and ecommerce professional** to join our team. This is a fantastic opportunity for someone who is ready to take the next step in their career and own the marketing function for Swisstrade. If you have a few years of broad experience, perhaps in a Marketing Coordinator / Associate / Executive level position, this role could be perfect for you!

About the role:

Based in Mona Vale NSW, you will work closely with the National Sales Manager, Product Manager and the Principal, as well as many national and international supply partners. Your mission will be to increase market recognition and penetration for Swisstrade and its brands by planning and implementing the overarching marketing strategy; encompassing brand management, sales enablement and revenue generation.

Reporting to the National Sales Manager, you will be responsible for planning and actioning day-to-day marketing and ecommerce activities, including but not limited to content management, website management, account-based marketing, social media/community management, email communication, print advertising, blog writing, development of brand collateral, co-marketing, media planning, and tradeshow/event management.

You are a strategic, self-motivated, passionate and well-rounded marketing individual who can work autonomously to deliver high impact business outcomes with ROI. You are resourceful, organised and have a can-do attitude with a love for variety and a diverse range of projects/tasks. Candidates must be commitment and goal oriented as our company has a long-term approach and is committed to invest in the development of its employees and their career.

Key responsibilities include:

- Develop and execute Swisstrade's marketing and ecommerce strategy, in collaboration with the Senior Leadership Team
- Create and distribute campaigns to core target segments (new and existing accounts) across a variety of channels to elevate the brand, generate leads, and drive conversions.
- Maintain marketing/brand/product assets, sales collateral and image library
- Create blog/news posts and content that can be shared across various channels
- Manage 3rd party PR and advertising mediums e.g. create press releases, print advertisements, advertorials, etc.
- Manage and update the B2B website platform, with the potential opportunity to launch into the B2C market
- Liaise with and project manage ERP and web development contractors / technical resources as needed
- Plan and implement email marketing campaigns, trialling and optimizing automations and Account Based Marketing tactics
- Create and publish social media content via LinkedIn, Facebook, Instagram and Pinterest (as relevant).
- Collaborate in the development of proprietary brands and products
- Liaise and collaborate with brand and hotel partners on joint marketing objectives
- Ensure brand consistency across all collateral and channels
- Support the sales team with tradeshow planning, creative direction, set-up and execution
- Report on performance of key activities and channels
- Assist with product and customer database management and optimisation
- Occasional interstate travel and participation at trade events may be required

What we are looking for in you:

- Self-motivated with a positive, can-do attitude and the ability to prioritise and produce high impact business outcomes
- Excellent attention to detail and strong written and verbal communication skills
- Knowledge of latest marketing techniques and experience in direct, digital and social media marketing
- A bachelor's degree in marketing, communications and/or equivalent
- Proven experience in a similar or developing role is imperative (e.g. Marketing Coordinator/Associate/Executive/Specialist)
- Tech savvy with an aptitude for using and trialling a variety of SaaS platforms and tools (e.g. CRM, CMS)
- Previous experience in the hotel/hospitality or travel industry would be beneficial but not mandatory

Experience with these applications is ideal/desirable:

- Adobe Creative Suite (InDesign and Photoshop are essential)
- Wordpress (or similar CMS platform)
- Mailchimp (or similar EDM platform)
- Social Media Channels and Ad Platforms
- Shopify (or similar Ecommerce platform)
- Salesforce (or similar CRM platform)
- MS365 Suite (ideal but not mandatory if skilled in Google Suite)
- Google Analytics (desirable)
- Google Ads (desirable)

What's in it for you?

This is a wonderful opportunity for you to join a leading and successful business during a period of ongoing growth with great potential in the marketing space. Joining our team of twelve means you will not just be a mere number on the payroll, but an important and integral part of the business and the team.

This role is an opportunity to shine and deliver tangible results across the entire marketing mix and at the same time enjoy being part of an ambitious team with drive and enthusiasm for the nicer things in the hotel life.

A competitive salary including incentives within industry benchmarks will be tailored to the successful candidate's calibre and extensive brand and product training will be provided.

How to apply:

If you believe you have the necessary skills, experience, and drive to perform this important role, please send your resume with references to: jobs@swisstrade.com.au

ONLY SHORTLISTED CANDIDATES WILL BE CONTACTED