

Marketing Coordinator

Mercato is a lifestyle institution of Italian food, wine and retail. Our philosophy is simple as it is important. We are devoted to bringing people together to share in the true Italian experience. Tradition. Togetherness. Provenance. That is our Italian way.

Role Overview:

We are on the hunt for an enthusiastic foodie, to own our social media presence and enhance our written content. Collaborate with our in-house team to create content full of character and flair, work autonomously to write bold and meaningful copy and immerse yourself in our wide range of products and experiences.

What We Offer:

- The opportunity for growth in an ethical, forward-thinking, 50+ year family-owned business.
- Be part of a growing company with concrete plans to increase its footprint, digital reach and number of locations.
- A professional yet flexible work/life balance, whilst encouraging our people to add their own flair to their role.

Role Objectives & Responsibilities:

- Create engaging, innovative and unique written content for our Mercato customer database across all digital platforms, including EDMs, website and social media.
- Create and drive a vivacious and engaging social media calendar alongside all other marketing activity within the business.
- Plan, create, shoot, edit and schedule content across all social media platforms, ensuring our imagery is strong, joyous and consistent with our overall brand.
- Manage and engage with our community daily, responding to all customer comments and queries.
- Work alongside and collaboratively with the Sales & Marketing team to continuously develop new content ideas.
- Be involved in weekly marketing team meetings and contribute in way of content performance, engagement and new concepts.

Characteristics:

- Retail and hospitality experience preferred.
- Have excellent copywriting skills and strong verbal skills.
- Be highly organised and time management skills.
- Ability to work independently and within a team environment.
- Have excellent attention to detail and a keen eye for creative and visual detail.

This role is part-time, preferably 3-days across Monday – Friday min. 20 hours per week.

If you have any questions regarding the role, please contact Julia De Corso, Human Resources Manager, via email hr@mercato.com.au

To express your interest, please forward your application for employment, including your CV and a cover letter highlighting your suitability for the role.