

POSITION DESCRIPTION

Position title:	Marketing Coordinator
Company:	Amplified Intelligence
Location:	Adelaide
Reports to:	Content Manager
Last revised:	December 2023



Are you interested in an exciting opportunity to work in a growing and globally in-demand technology company? Amplified Intelligence is the leader in the research and measurement of human attention in media. Providing software solutions that help customers the world-over predict, plan, trade and verify their advertising effectiveness.

Founded in 2017, Amplified Intelligence supports global customers from our South Australian head office, and has team members located across the country as well as a presence in both London and New York. With a startup mentality, it means in this business our roles are often broad in scope but we value specialists and subject matter experts.

Not only that, we care about your career and personal growth. You will have the opportunity to upskill and continue your learning journey by rubbing shoulders with experienced business leaders and through collaboration with our incredible development teams.

About the Role:

An excellent opportunity to work in an innovative audience measurement company, playing a crucial role in an established and growing marketing team. You will help support and service internal stakeholders ranging from Product, Sales, Operations teams and CEO, as well as directly with our partners and customers. This will be a highly collaborative position, where you will be given a great deal of autonomy and responsibility to meet the growing needs of a fast paced and agile organisation.

This is an exciting opportunity for a person passionate about marketing and making a meaningful difference to progress their career in a company proud of its culture and working environment. This role is ideally suited for a candidate with great motivation to learn new skills, elevate existing ones and has excellent communication skills with a customer-centric mindset.

With a host of major projects due to commence in 2024, you'll have the opportunity to be involved from the ground-up in driving the organisation forward toward major milestones and delivering key pieces of work that will facilitate meaningful growth.

Reporting to the Content Manager, you will be exposed to, and responsible for, a diverse range of activities and tasks including but not limited to;

TASKS & RESPONSIBILITIES:

- Assist with and take ownership of always-on marketing tasks that aid brand growth, customer acquisition and nurture leads
- Curate thought leadership pieces and generate website and sales content to drive awareness of attention measurement and fast-track customer education of attention's value and use cases
- Provide the Operations Team with marketing support that increases research project performance and audience retention
- Strategise and implement customer-centric automation and communications pre and post-purchase to nurture lead generation to increase the propensity for purchase and retention, spanning key markets and customer types
- Develop a variety of content assets that promote product experiences and a rich feature-set for publishing across digital channels and social media accounts to grow Amplified's audience and customer base
- Assist with pre, during and post-event admin and management across online and in-person events, webinars and sponsorships
- Support with PR activities by sourcing quotes, collating project information and briefing agency and partnership teams
- Generating case study, testimonial and social proofing content for promotion across Amplified's channels and marketing activities
- Assist with email marketing initiatives, creating campaigns and regular communications catering to segmented audiences and their differing needs
- Support leadership teams with presentations and customer specific collateral
- Briefing internal and external agencies and stakeholders

SKILLS & EXPERIENCE:

- Bachelor Degree in Marketing and/or Communications
- Experience using enterprise grade CRM
- Hands-on experience with a range of Content Management Systems
- Social media admin and management experience for a company profile
- Experience using marketing tools and reporting platforms
- Proficient use of Microsoft Office suite
- Accuracy and high level of attention to detail

- Friendly, warm and excellent interpersonal skills
- Excellent communication and organization skills
- Interest and experience in SEO/SEM best practices (optional)
- Proficient in use of Adobe Creative Suite (optional)

What Sets You Apart: You are:

- Goal-driven and capable of turning your vision into reality
- Adaptable to multiple projects, tasks, and priorities, with excellent time management
- Willing to go the extra mile for customers and collaborate effectively within a team
- A leader by example with strong social intelligence for building relationships at all levels
- Experienced in identifying and delivering continuous improvements and value-added projects
- Warm, approachable and collaborative - able to take and give feedback to ensure deliverables are of the highest quality and exceed customer service standards

Mindset:

- Efficient - want things to run smoothly for the company
- Resilient - embrace the re-do
- Curious - think ahead about consequences and question the status quo
- Global - interested in the global nature of our business and what we are trying to achieve
- Respectful - of all humans, and of the various Non-Disclosure Agreements we have in place with some clients
- Warm - communicate with warmth towards all humans (and animals)

Please ensure you submit your cover letter and CV by email to people@amplifiedintelligence.com.au