



Position Description

Title	Digital Marketing Coordinator
Division	GP Advertising
Team	Digital Marketing
Reporting Manager	Digital Marketing Manager
Effective date	Immediately

Primary Objective

1. Management of digital campaign implementation and reporting process.
2. Maintaining relationships with internal team, clients and media owners.
3. Responsible for invoicing and resolution of account queries
4. Assist others where possible across all aspects in the marketing team such as eDM, Social Media and Production

Key Responsibilities

- Maintain accurate & regular reporting as required by your manager
- Use of industry tools - Google Analytics, Double Click and internal tools to monitor, optimise and ensure campaigns are delivered in full.
- Assist with campaign implementation
 - Trafficking
 - Q&A to ensure accuracy of data
 - Creative spec and asset sourcing
- Invoicing
 - Financial loadings of billings / invoices
 - Account queries where necessary
- Assist your manager with media plans and review of proposals
- Campaign evaluation
- Assistance with post reporting
 - Campaign monitoring
 - Delivery
 - Optimisations
 - ROI
- Assist with the smooth running of GP Advertising by doing other duties as required.
- Advertising Compliance
 - Report all advertising compliance issues immediately to management
- Undertake advertising planning and request activities in strict adherence with the Advertising

Compliance Policy, Raincheck Policy and all issued procedures relating to the provision of advertised offers

- Carry out all advertising activities in strict accordance with Australian Consumer Law
- Attend and complete annual compliance training when instructed or required

Required skills

- Passionate on all things digital, with a keenness or understanding surrounding retail.
- Strong analytical grasp and understanding of media metrics
- Strong communication skills and ability learn confidence with presentation skills
- Capacity to work in a fast-paced, deadline-driven environment, managing a number of projects simultaneously
- Demonstrated ability to consistently provide excellent customer service
- Ability to communicate effectively with a wide range of stakeholders and articulate digital in business language to non digital audiences
- Detail-oriented and proactive with the proven ability to manage key priorities in order to meet tight deadlines
- Strong written and verbal communication as well as the ability to plan and organise effectively
- Team player

Contacts

Internal:

Digital Marketing Team, Advertising Account Managers, Merchants, Harvey Norman Online

External:

Advertising Agencies, Advertising Suppliers, Online Publishers

Position Requirements

Qualification:

Recent graduate with a degree in Marketing/Communications/Business; or equivalent tertiary qualifications. Internship/work experience preferable.