



Position Description

Title	Digital Marketing Executive
Division	GP Advertising
Team	Digital Marketing Team
Reports to	Digital Marketing Operations Manager
Effective date	Immediate Start
Primary objective	
<p>1) Strategic planning (taking into consideration both internal and external communication across all channels).</p> <p>2) Oversee timely campaign management – set up, delivery and reporting to help our clients generate meaningful insights to further improve their go to market approach</p>	
Main Activities	
<ul style="list-style-type: none"> • Multi-Channel Digital Advertising <ul style="list-style-type: none"> ○ Establish standardised practices within the digital team to streamline implementation and reporting. Look for ways to integrate with offline approach to demonstrate 360 view of the consumer. ○ Understand and deliver various types of communication online; awareness, consideration and acquisition ○ Translate offline media activity into effective online campaigns with a strong understanding of the customer journey and the point of campaign impact • Digital media planning <ul style="list-style-type: none"> ○ Effectively implement digital strategies through high standards of planning that demonstrate a thorough understanding of the target audience and business objectives and cross channel integration ○ Monitor market trends and identify new media opportunities for the business to explore • Marketing <ul style="list-style-type: none"> ○ Work closely with the web team to develop a strong understanding of the businesses digital consumer and to enable communication to be delivered effectively ○ Assist your manager in various marketing efforts; Ability to gain an understanding of media/marketing initiatives, email marketing program, web analytics, integration of SEO and SEM and Ecommerce ○ Direct report: Nurture the team through constant communication and building skills • Advertising Compliance <ul style="list-style-type: none"> ○ 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 • Assist with the smooth running of GP Advertising by doing other duties as required. 	

Key skills	
<ul style="list-style-type: none"> • Extensive knowledge of the Australian online landscape with a proven track record with a high exposure online business focusing in product and brand marketing disciplines. • Thorough knowledge of online advertising and marketing systems • Planning and execution <ul style="list-style-type: none"> ○ Skilled in financial management – budgetary, invoicing and query resolution ○ Superior written and verbal communication and presentation skills • Strong reporting and analytical skills. • Strong communication skills and the ability to interpret and maximise the use of sophisticated online and offline market research data. • Ability to communicate effectively with a wide range of stakeholders (including Harvey Norman Senior Management) and articulate technical issues in business language to non technical audiences. • Ability to work in a fast paced environment and manage a number of projects simultaneously and to tight deadlines, ensuring that team members are included and mentored to increase skill set 	
Position dimensions	
Financials: Digital media budget	Supervises: Marketing Coordinator

Contacts

<p>Internal: Digital Marketing Team, Advertising Account Managers, Legal Staff, Merchants, Harvey Norman Online</p> <p>External: Market Research Companies, Advertising Agencies, Advertising Suppliers, Online Publishers</p>
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Position Requirements

<p>Experience: At least 2-3 years experience in advertising or marketing field within digital channel. Media agency experience preferred.</p>
