

## Position Description: Marketing Coordinator

AIM Overseas' mission is to enhance lives through study and travel, because *life is either a daring adventure or nothing at all.*

We deliver on this mission by creating industry-leading, intensive overseas short courses for Australian university students. You can learn more about our approach at <http://aimoverseas.com.au/our-advantage/>

### Description of the role:

The role of the Marketing Coordinator is to work with the Marketing team to seamlessly move our clients through each stage of the customer value journey – from initial awareness to becoming a raving fan upon return from an AIM Overseas program. Marketing activities include:

- Analysis of data
- Writing (for websites, landing pages, email campaigns, chat tools etc)
- Producing and distributing marketing email campaigns
- Implementing social media marketing campaigns
- Reviewing and optimising (a.k.a. improving) emails/landing pages/ads
- Recording data
- Managing student helpers
- Speaking with students on the phone
- Liaising with key stakeholders.

### Key responsibilities for this role include:

- Reviewing and analysing marketing statistics.
- Developing and optimising web landing pages.
- Copywriting.
- Implementing email marketing campaigns.
- Implementing Facebook advertising and lead nurture campaigns.
- Updating AIM Overseas' customer relationship system (CRM).
- Working in AIM Overseas' marketing automation platform.
- Undertaking marketing administration.
- Supporting and administering the student helper program.
- Doing market research as required.
- Liaising by phone and emails with key stakeholders.
- Other administrative office tasks as required.

As a member of a small team, the person will be expected to take on new tasks and to help fill 'gaps' as the need arises.

**Reporting:** Reports to the Marketing Manager.

**Essential skills:**

- Demonstrated communication skills – particularly the ability to write well and be comfortable talking with important stakeholders on the phone.
- Exceptional attention to detail.
- Ability to work in a small office.
- Have an outgoing and pro-active personality.

**Desirable skills:**

- Excellent organisational and time management skills.
- Proven ability to work to deadlines and to goals.
- Knowledge and experience with Microsoft Office
- Video editing skills
- Overseas study experience
- Work experience

**Location:**

Frenchs Forest, Sydney, NSW

**Package:**

The starting salary for this role is \$42,500, plus bonuses at the end of each financial year based on company results and staff performance. An initial salary review will be conducted at the conclusion of the 6-month probationary period.

Superannuation is in addition to the salary listed and will be paid at 10%, which is above national standard.

The company offers a range of additional benefits, from paid days off, to education allowances, health insurance and an employee share scheme.

**How to Apply**

Email a copy of your resume and a *tailored cover letter* explaining why you would be good at this job (and why you want it!) to [marine@aimoverseas.com.au](mailto:marine@aimoverseas.com.au). Applications are open until the role is filled.

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AIM Overseas' vision is to be recognised as Australia's leading provider of overseas study experiences, of unrivalled quality, for university students.

AIM Overseas' Values are to:

- Be Fair
- Create Remarkable Experiences
- Be Proactive
- Be Uncompromising on Quality
- Care About Our Communities
- Never Stop Innovating and Improving
- Create an Incredible Place to Work

