

Digital Marketing Coordinator

Position Description



Position Title:	Digital Marketing Coordinator		
Reports to:	Head of Digital and Direct Marketing		
Direct Reports:	N/A		
Division:	Signet	Dept:	Marketing
Location:	Brisbane	Date:	November 2015

Company Overview

Brief summary of company:

Signet is always the best place to look for packaging, safety and cleaning supplies. As a company we are passionate about providing the best service both internally and externally, and this is a key point of difference for Signet in the marketplace. We are passionate about Operational Excellence and have set ourselves a goal to be the world's best at Direct and Database Marketing. Ultimately we will deliver to our customers an Unmatched Low Cost Customer Service Experience - Always.

Our brand promise is to be - Always in stock. Always on time. Always reliable.

Mission Statement:

To be the first place industry looks for their packaging and safety supplies – always.

Group Core Values:

Honour; Ownership and Commitment; Change for Strength; Diligence

Position Overview & Organisational Requirements

Position Summary:

The primary role of the Digital Marketing Coordinator is to perform the digital marketing work tasks and processes required to deliver the operational and strategic outcomes outlined in the annual digital marketing plan.

Organisational Requirements:

- All positions within the Winson Group will always support the achievement of our Mission.
- When dealing with our colleagues, customers and the community, all employees should always act in accordance with the company's stated values and behaviours, customs and practices.
- Employees are always required to comply with all relevant legislation, laws, regulations, standards, codes and the Group's policies and procedures.
- Employees are required to take reasonable care of their own health and safety and the health and safety of other people, including people working under their supervision or direction, in accordance with the Workplace Health and Safety Legislation, relevant to each state.

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Key Responsibilities

- ⇒ Display behaviours consistent with the stated Winson Values

Websites and Microsites

- ⇒ Assist in the maintenance of all Signet and insignia's responsive website (across desktop, tablet and mobile) and associated microsites, integrating customer feedback through the web services process, and managing the changes using the EMU bug tracker system and offshore suppliers.
- ⇒ Follow-up all customer website and microsite feedback directly with customers across the catalogue and corporate business units, and resolve all issues through to completion.
- ⇒ Assist in the online synchronisation with all offline campaigns and email marketing.
- ⇒ Initiate digital marketing research to understand customer needs and drive e-commerce continuous improvement changes to increase web traffic and conversion rates.
- ⇒ Respond and action Question and Answers as well as handle any reviews from the Signet website.
- ⇒ Be the primary point of digital enquiries for internal (CEC's, CAR's, Sales Reps, etc.) and external stakeholders (customers).
- ⇒ Be a super user for the live agent web chat product and assist with overflow and training where needed.

Search Engine Optimisation (SEO) & Search Engine Marketing (SEM)

- ⇒ Work in collaboration with the Marketing team and external partner to implement search marketing strategies to improve search marketing optimisation and drive conversions.
- ⇒ Coordinate the maintenance and updates of current SEO tactics, including metatags, descriptions, images and Signet-owned domains.
- ⇒ Implement the Signet content and brand exposure on site partner and recommend further digital marketing expansion which will provide Signet with a competitive edge.
- ⇒ Spot-check and monitor the performance of the inbound marketing strategies and provide reporting feedback for the Head of Digital and Direct Marketing.

Online Analytics

- ⇒ Develop a sound understanding of the digital marketing reporting systems, including Google analytics, Google keyword tool, Customer-level reporting products and other contemporary marketing analytics products. Work with strategic partners to improve the Signet reporting analysis using new and existing systems.
- ⇒ Maintain a working knowledge of contemporary digital marketing reporting techniques.
- ⇒ Provide ad-hoc documented reports linked to the business needs of the Marketing team.

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Mobile and Social Media

- Coordinate activities linked to mobile and social media.
- Monitor traffic, key pages and search traffic for mobile and tablet pages visited on the website.
- Ensure user experience is consistent across mobile and tablet devices as the main Signet website.
- Maintain Signet apps where available on the Apple store, Google Play store or Windows store to ensure products are available for customers and offer customer experience support where required.
- Maintain a working knowledge of contemporary mobile and social media methods for business-to-business and business-to-consumer digital marketing.
- Administer Signet's social media assets including Facebook, YouTube, Instagram, LinkedIn and Twitter responding to all customer feedback and posting relevant and engaging material in line with the approved content plan.

General Marketing

- Collaborate with stakeholders to initiate and drive a range of specialist projects across content, conversion, customer experience and analytics
- Participate in campaign planning meetings and huddles, assist with planning, production and distribution of any campaigns
- Work in the Marketing team on assigned projects and activities from the annual plan.
- Communicate marketing activities to other Signet departments, and external customers.
- Communicate and participate in weekly work-in-progress (WIP) marketing meetings.
- Document weekly tracker and monthly goal targets in collaboration with the Head of Digital and Direct Marketing.

Key Competencies/Experience

Key Competencies

- An understanding of contemporary digital marketing strategies, and an overall working knowledge of direct marketing, particularly with regards to B2B systems and processes.
- High level conceptual and analytical skills and the ability to identify appropriate solutions that meet business needs and objectives.
- Demonstrated ability to work effectively under pressure, handle competing priorities, meet deadlines and use time management skills to drive activities through to completion.
- Sound interpersonal, oral and written communication skills to facilitate communication and manage internal and external stakeholders.
- Demonstrated achievement in undertaking initiatives that focus on continuous quality and process improvements.

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- ⇒ Demonstrated ability in using the Microsoft products office-suite and experience in using an ERP system - Microsoft Navision is highly regarded.

Experience

- ⇒ 1-year experience in a sales, marketing or service environment with exposure to direct marketing practices.
- ⇒ Working knowledge of business-to-business environments.
- ⇒ Previous digital marketing experience is highly regarded.

Key Performance Indicators

- ⇒ Behaviours are aligned to Winson's stated Values and Behaviours
- ⇒ Provide customer support based on inbound marketing feedback and queries.
- ⇒ Website maintenance to be actioned and followed-up in a prompt and efficient manner.
- ⇒ Website development projects to be documented and completed on schedule and within budget.
- ⇒ To maintain and drive online store product range including all catalogue items, special class items and strategic supplier partnerships.
- ⇒ Develop and implement content marketing material linked to the company content plan as directed by the Head of Digital and Direct Marketing.
- ⇒ To grow the website e-commerce conversion rate
- ⇒ Complete all assigned marketing tasks accurately and on-time.

Qualifications

- ⇒ Tertiary Qualifications in Business, Marketing, Commerce or a related discipline

Mandatory Criteria

- ⇒ 'C' Class Driver's License

Specific Requirements of the Position

- ⇒ Ability to attend two weekend conferences per year.
- ⇒ Ability to travel interstate four times per year.
- ⇒ Ability for flexible work time depending on project requirements.

Key Stakeholders

- ⇒ Internal

Digital Marketing Coordinator Position Description



- General Manager, Marketing and Sales (SIGNET AUSME)
- Head of Digital and Direct Marketing
- Marketing Team
- General Manager, IT
- SMS Team Managers
- insignia Managers

- **External**
- EMU – Ecommerce partner
- Reload Media – Digital Marketing Agency
- Search Factory – Search Agency
- Google
- Online Directories – Industry Search, Ferret, Project Link
- Ipermedia – Marketing agency
- Australian Direct Marketing Association
- The Digital Industry Association of Australia (AIMIA)

Authorisation

Please sign to confirm that this Position Description has been discussed by both parties.

Employee Name & Signature	_____	Date	_____
Manager Name & Signature	_____	Date	_____