

## Marketing Manager West Ryde, NSW

Koorong is the market leader in Christian retailing in Australia, with a keen understanding of our purpose and a passion to fulfil it! We need an experienced, creative and dynamic marketing strategist to partner with us to build on our clear brand and strong presence. This role represents a fantastic opportunity to take this branding to the next level as you attract and retain customer loyalty, promote key products and grow brand awareness through driving a creative and vibrant omni-channel retail marketing strategy.

This exciting role incorporates overseeing a broad scope and variety of marketing avenues, from innovative digital channels through to more traditional print forms. At the cutting edge of marketing, you will be responsible for initiating and leading campaigns utilising web strategies, social media, technology, radio and instore promotions as well as catalogue, mail and email promotions to a large customer database.

Reporting to the Managing Director, this integral position will be responsible for managing a team of 9 staff and will work closely alongside the Buying team, Sign Production and Store Managers to develop relevant, targeted and successful promotions.

Analyzing and assessing the effectiveness of campaigns and providing feedback to Management, including return on investment (ROI), will be a vital component of this role.

### Criteria:

- A degree in Marketing
- 3-5 years' experience in Marketing (including online/digital strategies)
- Vision that inspires creativity
- Strategic thinking
- The ability to execute strategy and generate professional materials
- A strong numerical skill set and experience in analysing statistical data and reporting results
- A demonstrated ability to meet business objectives
- A keen passion for and understanding of digital and online trends
- A good knowledge of Christian resources
- An intermediate level of computer literacy, at minimum
- Management experience

The successful applicant will also be able to work well in a team environment, be highly organized and motivated and have excellent verbal and written communication skills.

**K**oorong is Australia's leading Christian resource centre. With 15 stores Australia-wide, a thriving website, and 6 Pages Cafés, we provide the largest range at the best prices. We strive for excellence in customer service with a servant heart. Join us in the exciting privilege of providing Christian resources to your local community and beyond, with life changing possibilities!

### TO APPLY

Send a resume with cover letter addressing the job criteria to:

**e:** [managementjobs@koorong.com.au](mailto:managementjobs@koorong.com.au)

**Closing Date: 30 June 2015**