Marketing & Social Media Coordinator

We are on the hunt for a talented marketing and social media all-rounder with a passion for travel, social media and inbound marketing!

Job title: Marketing & Social Media Coordinator
Reporting to: Marketing Manager
Salary: On application
Hours: Full-time
Annual Leave: 5-weeks per annum
Location: Sydney/Melbourne depending on candidate

Summary

Antipodeans run challenging overseas adventures for young people that truly shape who they become in the future. We work hand in hand with hundreds of Australian and New Zealand high schools and Universities, creating incredible international experiences for students to over 30 unique destinations around the world.

Our ethos of Leadership, Resilience and Mindfulness is central to who we are and how we go about business. We truly believe that travel is one of the most vital learning experiences a young person can have on their journey to adulthood.

We are looking for a superstar Marketing and Social Media Coordinator to join our Sales and Marketing team. A jack-of-all-trades, you will have experience developing social media content and strategies that connect with a youth audience. You will be charged with driving inbound leads for our newest university program and supporting marketing initiatives across all Antipodeans Programs.

Find out more at: www.antipodeans.com.au

Roles and Responsibilities

- Communicating with key stakeholders to coordinate and perform high school presentations promoting Antipodeans University Program.
- Recruiting students for Antipodeans University Program and generating qualified leads, meeting lead generation targets.
- Working within the marketing team to develop and implement a social media content plan that supports brand, program and marketing strategies. Source, edit, generate and optimise content for social platforms - copy, images and video.
- Database and stakeholder management.
- Producing and proofing copy across a range of communication platforms: Email campaigns, blogs, website, social media, printed brochures and presentations.
- Update marketing collateral to support program sales as required.
- Daily monitoring of social media channels.
- Ad-hoc design support including PowerPoint presentations, promotional flyers and email design.
- Reporting to Marketing Manager.

Skills and Experience

- Experience in student recruitment and/or presenting to large groups of people.
- Experience in building social media campaigns to support wider brand and program marketing strategies.
- Experience in developing, sourcing and editing marketing content for social media platforms, blogs, email campaigns, web, and/or brochure collateral.
- Ability to develop content calendars and implement a content plan across social platforms including Facebook, Instagram, Twitter and LinkedIn.
- Flair for design and creating visually strong content that drives social engagement, particularly Instagram and Facebook. Knowledge of InDesign/Photoshop desired.
- 1-2 years experience or similar working in marketing in a fast paced environment.
- Tertiary qualified in Media /Journalism / PR /Advertising / Marketing / Communications or similar.

Candidate summary

- 1-2 years marketing or student recruitment experience.
- Very strong attention for detail and a positive, can-do attitude.
- Task driven and ability to work efficiently and independently.
- Excellent presentation skills and confident speaking in front of large groups of people.
- Passion for travel, with developing world travel experience desired but not necessary.
- Live and breathe social media.
- Tertiary qualified.

Applications

Please send a Cover Letter and Resume to:

Ebony Holmberg
Marketing Manager
ebony@antipodeans.com.au