

## Marketing Coordinator

- Rare opportunity to join industry leader and drive positive outcomes in our community
- Work as part of a vibrant team on iconic, high profile brands and campaigns
- International company with 40+ years of success

Based in the heart of Glenelg, this is a unique and interesting opportunity to work on projects that make an impact, and you can be proud of. This role has it all, covering brand, creative, strategy, media and production.

### About the Company

S.O. Asher Consultants is an international professional services firm that develops and manages charitable lottery programs on behalf of our clients in Australia, Canada and the United States. We work with prestigious and influential health organizations, including The Hospital Research Foundation and The Royal Melbourne Hospital. With over 40 years of experience, we pioneered the charitable home lottery sector and continue to innovate and evolve to deliver results on behalf of our clients. We are currently seeking a talented Marketing Coordinator to join our growing team.

### About the Role

As a Marketing Coordinator, you will work collaboratively with the Program Team to develop and execute marketing and communications strategies to achieve successful outcomes for our lottery fundraising programs. The Marketing Coordinator is intricately involved with all marketing and promotional aspects of the lotteries. With an organized and professional approach, the Marketing Coordinator develops successful relationships with vendors and media partners, executing promotional and media events flawlessly. With a flair for writing and a keen eye for detail, the Marketing Coordinator can produce creative content as well as review copy for accuracy.

Reporting to the Marketing Manager, the Marketing Coordinator will:

- Participate in developing the brand, marketing strategy, and associated budgets
- Participate in media planning
- Prepare scripts for TV, radio, newspaper and digital platforms
- Prepare content for marketing communications.
- Coordinate TV, radio and digital production
- Coordinate PR opportunities, events and functions
- Coordinate all promotional material from concept to production
- Manage customer service
- Manage and develop Membership Programs
- Manage all ticket sales collateral

To prepare for this role, you will possess the following:

- Undergraduate degree in marketing or a related discipline
- 3+ years of marketing experience
- Expertise with digital marketing and social media platforms
- Intermediate level skills with MS Office and Adobe Creative Suite
- Stellar writing ability

- The ability to develop effective relationships with internal and external stakeholders

If you are looking for a challenge, and the ability to make your mark while helping worthy causes, this may be a fit for you. Please forward your cover letter and resume to [careers@soasher.com.au](mailto:careers@soasher.com.au).

S.O. Asher Consultants is an equal opportunity employer and values diversity. All employment is decided on the basis of qualifications, merit and business need.