



CERTIFIED | EXPERIENCED | ENGINEERING



POSITION DESCRIPTION

Position title:
Marketing Communications Specialist

Reports to:
General Manager, Business Support

Hours:
Full-time

Date:
November 2022

CIVIL ⚙️ STRUCTURAL ⚙️ MECHANICAL ⚙️ ELECTRICAL ⚙️ DESIGN + DRAFTING ⚙️ CONTROL SYSTEMS ⚙️ OPERATIONAL SUPPORT

waterlineprojects.com   



POSITION DESCRIPTION

POSITION TITLE: MARKETING COMMUNICATIONS SPECIALIST	REPORTS TO: GENERAL MANAGER, BUSINESS SUPPORT <small>Or such other person/s as the company may nominate from time to time.</small>
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POSITION SUMMARY

The purpose of this role is to support the sustainable growth of Waterline via the delivery of marketing and communications initiatives. This diverse role is accountable for developing and delivering initiatives that build credibility and position Waterline as the operational engineering partner of choice for Industry.

The Marketing Communications Specialist will focus on protecting, enhancing and increasing awareness of Waterline’s reputation, services and brand by:

- Developing and delivering effective brand, marketing and client communication initiatives that support overarching objectives
- Developing and delivering the annual B2B Marketing & Communications plan to engage clients, build credibility and drive revenue growth
- Understanding client and stakeholder perceptions of Waterline’s brand and services, and identifying opportunities for improvement to build credibility
- Delivering effective integrated marketing campaigns that increase awareness of Waterline’s disciplines, capabilities and services
- Managing the Marketing Communications budget, ensuring we’re investing funds wisely to maximise return on investment (ROI) and keeping spend within budget
- End-to-end management of external events, such as tradeshow and client events, including post implementation reviews (PIRs)
- Where required, collaborate with People and Culture Advisor to support the delivery of employee engagement events, such as Waterline’s Gradu8 Pathways Program and other internal events
- Delivering engaging internal communication that reinforces our purpose of partnering with Australian Industry to provide sustainable resources to the world, while educating employees on our objectives and fostering a positive work environment

Additionally, the Marketing Communications Specialist may need to support the General Manager, Business Support with other tasks as required. This role is based at Waterline’s Head Office and may require the Marketing Communications Specialist to manage juniors or interns to assist with the delivery of projects. The role may also require travel from time to time for the delivery of key events and campaigns.

POSITION DETAILS	<i>Description of duties and responsibilities</i>
MARKETING, BRANDING, COMMUNICATIONS & CLIENT EXPERIENCE INITIATIVES	<ul style="list-style-type: none"> • Deliver marketing and communications initiatives that build credibility in the industry and align with Waterline’s purpose

	<ul style="list-style-type: none"> • Develop and implement B2B initiatives that focus on increasing awareness, educating our audience and generating leads to build our sales pipeline • Identify and implement Public Relation initiatives that lift Waterline’s profile • In collaboration with the GM Strategic Growth, develop and deliver the annual communications content calendar to build cadence with client engagement, support business development opportunities and keep Waterline top of mind • Identify opportunities to increase Waterline’s profile via participation in events, conferences and sponsorships while ensuring we maximise ROI • Accountability for managing the marketing and communications budget • Develop and deliver the mechanisms to measure and track our NPS (net promoter score) to improve the client experience • Conduct regular research to understand how our competitors engage with the industry and explore opportunities to enhance our brand and positioning • Collaborate with Finance to deliver the LTV (lifetime value) and cost per acquisition of a client metrics to help better track return on investment • In collaboration with the People and Culture Advisor, deliver an employee engagement strategy that builds and maintains a positive environment where employees feel valued and energised to perform at their best • Stay informed of marketing and communication advancements ensuring Waterline keeps up with changing trends
<p>MARKETING & COMMUNICATIONS EXECUTION</p>	<ul style="list-style-type: none"> • Execute the agreed annual marketing & communications plans including but not limited to advertising campaign strategy development and promotional programs, client communications, social and online media, market research and customer relationship management (CRM) • Develop content for integrated communication campaigns, including but not limited to digital channels, print, outdoor and direct mail channels • Develop content for marketing and communication collateral, including but not limited to video content, capability statements, flyers, posters, signage, emails, and presentations • Ensure seamless delivery of client and employee events • Ensure all external and internal communication is on-brand

	<ul style="list-style-type: none"> • Manage Public Relations media enquiries and initiatives that help build Waterline’s brand and Chief Executive Officer’s reputation • Support the execution of the employee engagement strategy
GRAPHIC DESIGN + PRODUCTION	<ul style="list-style-type: none"> • Custodian of Waterline’s brand, including assets, guidelines, etc • Responsible for creative concept development and creative execution of all visual communication • Collaborate with external partners to deliver engaging content, which includes but is not limited to videos, eDMs, blogs, Socials posts, etc • End-to-end management of all printed materials, including but not limited to booklets, flyers, folders, notepads, merchandise, branded uniforms and shirts, client gifts, etc • Designing all assets for multi-channel campaigns • Liaise with external parties for the delivery of campaigns
DIGITAL COMMUNICATION	<ul style="list-style-type: none"> • Manage all of Waterline’s digital platforms, including but not limited to external website, Socials platforms such as Facebook, Insta and LinkedIn • Regularly update content on Waterline’s website to drive visitor engagement, reduce bounce rates and keep content fresh to enhance the client experience • Regularly update content and design of Waterline’s SharePoint site to improve employee engagement and ensure information is readily accessible
PROJECT MANAGEMENT	<ul style="list-style-type: none"> • End-to-end management of projects, including reporting on return on investment • End-to-end campaign management and reporting

ESSENTIAL QUALIFICATION/S AND EXPERIENCE

<p>QUALIFICATION/S</p> <ul style="list-style-type: none"> • TERTIARY QUALIFICATIONS IN MARKETING • DESIRABLE, POST GRADUATE QUALIFICATIONS IN BUSINESS 	<p>Experience</p> <ul style="list-style-type: none"> • Minimum five years’ experience in a Marketing and Communications role which has required graphic design and website content management, or equivalent • Experience working in a fast-paced environment • Experience leading and managing teams is highly desirable • Tertiary qualifications in Marketing, Communications, Graphic Design or equivalent
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ESSENTIAL COMPETENCIES (KNOWLEDGE, SKILLS AND ATTRIBUTES)

- Extensive proven experience across all facets of marketing with a focus on B2B, including market research, developing and executing branding, communication and campaign initiatives, end-to end campaign management, copywriting, delivery and measurement, and management of digital communication channels
- Graphic Design experience
- Experience managing website content management systems (CMS)
- Excellent written and oral communication skills
- Proven strong negotiation skills
- Ability to build relationships at all levels of the organisation and with external stakeholders
- Self-starter open to new ideas and willing to set up new systems and processes
- Proven strong analytical skills and experience
- Experience managing budgets
- Strong project management, planning and time management skills
- Problem-solving aptitude
- Creative thinking skills
- Excellent attention to detail

ESSENTIAL BEHAVIOURS

- Energetic and proactive attitude
- Self-motivated and self-disciplined
- A 'can do' approach with the ability to 'roll up the sleeves' and do what it takes to get the job done

KEY RELATIONSHIP WITH

<p>INTERNAL:</p> <ul style="list-style-type: none"> • CEO • Executive Team • Business Support Team • Strategic Growth Team • Engineering Team • Team Leads • Employees 	<p>EXTERNAL:</p> <ul style="list-style-type: none"> • Research agencies • Media • Government • Design agencies • Advertising agencies • Video content agencies • Printers and mailing houses • Promotional merchandise suppliers • Clients • IT services provider • Other vendors as required
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