

## position description

Marketing and Communications Manager

### PURPOSE

We are seeking an experienced and multi-talented marketing manager to take responsibility for all aspects of our marketing, communications and events functions, across all our companies to help take this growing business to the next level.

### REQUIREMENTS

#### We would love you to join us if you...

- Live what we do or have a desire to learn about what we do and apply it to your life
- Have a desire to understand and use your strengths every day
- Have a desire to work in a team where you are highly valued for your contribution

#### We would want you to...

- Develop and implement the annual marketing and communications plan to achieve the agreed objectives of the Langley Group and manage the marketing budget
- Market our products by developing and implementing marketing and advertising campaigns across multiple media
- Manage our marketing automation system and CRM (Hubspot) and mine and segment the data to support marketing and sales objectives
- Manage our social media assets to engage with our communities
- Prepare reports on campaign success
- Lead our events and exhibition planning and execution
- Write content as needed for marketing materials
- Work with the technical team to manage and continually update our web presence

#### Your daily quests

- Prepare content for, implementing, monitoring and reporting on online marketing and advertising campaigns across the Langley Group of companies
- Liaising with a geographically dispersed team, assisting them to deliver and promote content
- Prepare marketing reports by collecting, analysing, and summarising data.
- Develop content for hard copy and digital promotional materials, liaising with designers and other contractors
- Leading the content upload and management of online assets, including the development of content for new subject areas where required
- Plan and prepare for trade shows by identifying, assembling, and coordinating requirements; liaising with contacts; developing schedules and assignments; coordinating mailing lists.
- Manage events, including leveraging the strategic marketing and PR opportunities, monitor the budgets and ensure brand compliance and consistency



- Exploring and evaluating opportunities to promote the business
- Build and execute social media strategies to ensure that Langley Group has maximum exposure while maintaining brand reputation
- Researching, identify and recommend advertising and promotional opportunities that enhance and clearly differentiate our brand offering
- Use your strong technical skills including proven experience with web analytics, CRM and marketing automation platforms, Word Press etc

## SKILLS AND EXPERIENCE

### Your experience, ideally

- At least 5 years experience in a marketing and communications role and a degree in a marketing, communications or related discipline
- The ability to work autonomously and with a geographically distributed organisation
- A thorough understanding of above the line and digital communications, including social media
- Excellent written communication skills, including the ability to write for a number of different audiences
- The ability to engage well with and respect others, be reasonable and adaptable and be able to work within an environment of change and ambiguity
- Experience in developing and implementing winning marketing and communications campaigns, with measurable results

### You will flourish in this role if you can

- Have fun and laugh
- Be grateful
- Savour the good stuff
- Be agile and flexible
- Work in a 'non traditional' office environment in Coogee and are not allergic to cats
- Manage many moving parts
- Make fast and robust decisions
- Manage yourself and your emotions
- Work autonomously
- Motivate yourself towards high performance
- Be a positive member of a remote team
- Find ways to align with and live our values

### What we will give you in return

- Flexibility, freedom and autonomy
- An opportunity to expand your breadth and grow as a marketer with responsibility across all aspects of the marketing mix
- A market comparable salary and conditions
- Access to training and development opportunities
- Good coffee, bad jokes and scintillating discussions
- Cats that sit on you when trying to work



## ABOUT THE LANGLEY GROUP

Langley Group is a leading consulting and positive people development company, working with organisations around the world to build better leaders, engage people, optimise performance and leverage talent. We apply positive psychology, emotional intelligence and neuroscience to get the best from people and organisations, inspiring them to make positive changes that are sustainable over time.

We live and breathe this approach, and we offer the opportunity to work with an amazing team, in a positive culture built on the values of professionalism, intelligence, relationships, authenticity, zest and aesthetics.

## CONTACT

For more information about this role please contact:

Jacqui Martin  
Senior Consultant  
M: 0434 601 399

Email [jacqui@langleygroup.com.au](mailto:jacqui@langleygroup.com.au)

Please email applications to [contact@langleygroup.com.au](mailto:contact@langleygroup.com.au)

