

Job Description - Marketing Coordinator

Office: Sydney

Type: Full Time Permanent Hybrid

Reporting to: Head of Marketing

About GRC Solutions

GRC Solutions is a leading provider of compliance eLearning solutions in the Asia Pacific region, dedicated to helping organisations navigate complex regulatory environments effortlessly. With a commitment to innovation and client service excellence, we empower organisations and teams to cultivate a culture of compliance through engaging and effective compliance training solutions.

We are seeking a dynamic and results-oriented Marketing Coordinator to join our team. The ideal candidate will have a strong foundation in digital marketing with a minimum of 3 years' experience. This role requires a blend of creativity, analytical skills, and a passion for driving online growth.

Responsibilities

- Develop and execute comprehensive digital marketing campaigns across various channels including SEO, SEM, social media, and email marketing.
- Manage and optimise website content, ensuring it aligns with SEO best practices and delivers a positive user experience.
- Create engaging social media content and manage company profiles across multiple platforms.
- Analyse website and campaign performance using Google Analytics, providing actionable insights for optimisation.
- Design and execute email marketing campaigns, including creating compelling content and managing subscriber lists.
- Collaborate with the design team to create visually appealing digital and print marketing materials.
- Write and edit content for various platforms including newsletters, blogs, social media posts, and website copy.
- Utilise digital tools and platforms such as Canva, WordPress, Mailchimp, Hootsuite or Sprout and Salesforce / Zoho CRM to streamline workflows.
- Stay up to date with the latest digital marketing trends and best practices.
- Execution of marketing events consisting of organisation and delivery including trade shows, conferences, webinars, and networking events.
- Ability to interpret data analytics to discern insights and drive decision-making
- Work autonomously to deadlines in a fast-paced environment

Qualifications

- Minimum 3 years of experience in digital marketing.
- Strong understanding of SEO, SEM, social media marketing, and email marketing.
- Proficiency in Google Analytics and other digital marketing tools.
- Good written and verbal communication skills.
- Strong organisational and time management skills and a proactive problem solver.
- Proficient in design tools such as Canva.
- Experience with content management systems like WordPress.
- Familiarity with CRM software (e.g., Salesforce and / or Zoho CRM).

Desired Skills

- Experience with paid advertising platforms (e.g., Google Ads, Facebook Ads).
- Knowledge of HTML, CSS, and basic web development.
- Experience with video editing and production.

- Experience with virtual event platforms.

If you are a digital native with a flair for content and design, and possess a strong understanding of digital marketing, we encourage you to apply.

What We Offer

- Competitive salary and benefits package.
- Opportunity to work with a passionate and talented team.
- Professional development and growth opportunities.
- Flexible work environment.
- Opportunity for interstate travel.
- Conveniently located office in Sydney CBD near Wynyard Station and Barangaroo with harbour views.
- Free access to the new recreation and wellness facility which features luxury end of trip facilities, a quarter length basketball court, sports lounge, golf simulator, peloton bicycles, Pilates and yoga classes.

Our Culture

GRC Solutions is proud of our diverse and inclusive team. Our people come from a range of backgrounds, and all bring their unique skills and experience to contribute to a high performing culture. We seek to provide opportunities for growth and development along with interesting work with amazing clients.

GRC Solutions is an equal opportunity employer and welcomes applicants from all backgrounds to apply. We are headquartered in Sydney with offices in Melbourne, Perth, and Singapore.

How to Apply

Interested candidates are invited to submit their resume and a cover letter outlining their relevant experience and qualifications to careers@grc-solutions.com. Please include "Marketing Coordinator Application" in the subject line.

Applicants must have the right to work in Australia.

Note: This job description is intended to convey information essential to understanding the scope of the position and is not an exhaustive list of skills, efforts, duties, responsibilities, or working conditions associated with it.