

# Position Description

## Senior Marketing Manager



**Last Updated: September 2021**

**Location: Canberra or Sydney**

### **ABOUT THE ROLE**

As the Senior Marketing Manager, you'll be responsible for Geoscape's marketing and communications strategies, as well as the overall branding and image of the company. You will develop and implement annual marketing plans, create a calendar of campaigns and events, set the marketing budget and analyse the market and competitors. As part of Geoscape's Commercial group, you will lead the marketing team, including the work of the marketing specialists.

### **WHO WE'RE LOOKING FOR:**

A driven marketer who is detail oriented, with the ability to think strategically and get things done.

- Minimum 8 years of marketing experience
- Exceptional stakeholder engagement skills
- Motivated, goal oriented and persistent
- Commercial acumen including budget management experience
- The ability to influence across teams to deliver agreed outcomes
- Excellent written and oral communication skills
- Handles stressful situations and deadline pressures well

### **WHAT DOES THE DAY-TO-DAY LOOK LIKE:**

- Plan and execute a marketing strategy for Geoscape and for new and existing products and services
- Oversee the implementation of the marketing strategy
- Develop a brand strategy
- Set and administer an annual marketing budget
- Create and manage a calendar of events such as webinars, conferences and thought leadership contributions
- Guide the day-to-day activities of the marketing team
- Work with the Product and Commercial groups to define GTM plans
- Continually review changes to the market, consumer trends and the activities of competitors, adjusting the marketing plan when necessary
- Provide tools and materials to enable the sales teams to function effectively
- Manage and refine the organisation's social media presence
- Manage and measure marketing campaign costs
- Report on the effectiveness of marketing campaigns using pre-determined KPIs
- Utilise data for marketing campaigns, interrogating the organisation's databases and external data
- Identify new business opportunities
- Conduct market research studies
- Negotiate with media agencies and secure agreements on the production of promotional materials

**Importantly, we need you to be a role model of Geoscape's values and enhance our already impressive team culture.**

### **SKILLS and EXPERIENCE:**

To complete the package, you'll need to provide examples demonstrating skills and experience in:

- Product marketing
- Brand management
- Content development and communications
- Thought leadership, leveraging relevant PR channels
- B2B marketing or account-based marketing
- Managing agency and supplier relationships
- Marketing automation
- Technical competence in working with data and web services
- The positioning of technical products in the market

**It would be advantageous but not essential that you have had experience with:**

- Salesforce
- Pardot

### **JOIN OUR TEAM OF INNOVATORS**

Data was once an abstract idea. Today it's woven through our lives, linking the physical and the digital, informing the choices we make in rapidly evolving social and geographical landscapes.

Geoscape Australia is a trusted source of accessible location data, and an independent and self-funded company owned by the governments of Australia.

Promoting innovation is our cause. In the data-driven economy, our data powers new technologies, products and processes, improves productivity and stimulates economic growth.

With a history of collaboration and a culture of shared thinking, we push beyond what we know today to approach new challenges with a fresh perspective.

The result? For businesses and governments, the data required to make better decisions. For our people, the chance to build a meaningful career solving real-world problems.

### **OUR VALUES**

**Passionate about People.** We're passionate about making a difference and putting people first in the decisions we make.

**Proven Knowledge.** We have a continual thirst for knowledge, experts who are always looking to learn.

**A Leader's Mindset.** We're agile and nimble, leading the way through our innovative and creative thinking.

**Respectful Collaborators.** We're respectful, optimistic and encouraging, celebrating diverse backgrounds and perspectives.

**Are you ready to join us?**