

Position Description

Digital Communications & Marketing Coordinator



LAST UPDATED: June 2022

LOCATION: Canberra ACT

Ready to join a transformational team working at the forefront of location data intelligence? It's an exciting time to be part of the growing Geoscape team.

ABOUT THE ROLE

The Digital Communications & Marketing Coordinator reports to the Senior Marketing Manager.

The Teams mission is to lead and enable Geoscape Australia to deliver and sustain exemplary, consistent experiences that drive customer growth, loyalty, and satisfaction.

WHO WE'RE LOOKING FOR:

A self-motivated and enthusiastic team player with a can-do-attitude.

You'll bring:

- 1+ years of experience in a digital communications and marketing role, or similar
- An insatiable professional curiosity and the ability to learn new skills
- Creative and innovative thinking, with good listening and negotiating skills
- Integrity and consistency in your decision making
- The ability to use your initiative and imagination
- Reliable and flexible approaches to your workload and deadlines
- A collaborative and respectful approach when interacting with colleagues, customers and partners.

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

WHAT DOES THE DAY-TO-DAY LOOK LIKE:

- Managing the social media publishing calendar in support of business objectives
- Creating and re-purposing written and digital content, publishing on Geoscape's social media channels and web properties to help propagate our stories
- Creating and managing Geoscape's digital assets library
- Building internal relationships to create a story and maximise opportunities
- Assisting in the execution of email campaigns to support broader marketing, communications, and customer experience objectives
- Monitoring social media activity relevant to Geoscape's product market and partners, and amplifying that through Geoscape's channels, where appropriate
- Liaising with external creative resources including graphic designers, writers and agency personnel, where necessary
- Assisting with event logistics to maximise promotional opportunities for Geoscape

SKILLS and EXPERIENCE

- Exceptional writing, editing and organisational skills
- Excellent attention to detail

- Digitally savvy and experienced in using digital tools and channels for customer engagement and lead generation, especially with social media and Google
- Base-level skills in graphic design, photography, image editing, short video and audio production to support digital content
- Ability to translate technical language into plain English
- Experience in managing website content

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

- Pardot
- Confluence
- WordPress

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.

What We Offer You

- A Respectful, Inclusive and Friendly Workplace
- Clear Expectations and Goals
- Commitment to Professional Development
- An Ambitious and Innovative Culture
- Flexible Working Options Allowing you to Thrive at Work and at Home
- Salary Sacrifice Arrangements
- A Family Friendly Environment
- Staff Engagement Processes
- A Doona Day, and
- We Have Fun

Our team culture combined with a focus on equality, inclusion and diversity in the workplace makes Geoscape a great place to work.

Are you ready to join us?

[Click here](#) to apply or email us your updated resume at recruitment@geoscape.com.au