

Digital Marketing Specialist

Northbridge, NSW

Date Posted: 27 July 2022
Employment Type: Permanent full-time

About Us

Mainmark is a privately-owned company and leaders in advanced ground engineering and asset preservation technologies. For more than 25 years, Mainmark has led the world in offering unique, innovative solutions for foundation repair, and rectifying problems in residential, industrial, commercial, civil engineering, and mining situations.

Want to know more? Head to our website at <https://mainmark.com/>

The Opportunity

We're looking for a passionate and experienced digital marketer with a can-do attitude, who is self-driven, and creative with a high level of attention to detail. The role is primarily responsible for developing, implementing, tracking, and optimizing our digital marketing campaigns across all digital channels.

Working closely with the marketing team you will be responsible for planning and executing all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns.

About You

Suitable candidates will have:

- › Degree in digital marketing or a related field.
- › Minimum 5 years of proven working experience in digital marketing
- › Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media, and/or display advertising campaigns.
- › Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate.
- › Experience in optimizing landing pages and user funnels.
- › Experience with A/B and multivariate experiments.
- › Solid knowledge of website analytics tools.
- › Experience in setting up and optimizing Google Adwords campaigns.
- › Working knowledge of Wordpress development and constraints.
- › Strong analytical skills and data-driven thinking.

What We Offer

- › A fantastic opportunity to join a friendly and supportive team.
- › Competitive salary.
- › Career progression.

We'd love to hear from you

If you feel you meet the required skills and experience, then apply now. Send your resume to the Head of People & Culture at careers@mainmark.com

Please note all applications are reviewed upon submission with only shortlisted candidates contacted further about the position.

Mainmark's recruitment team kindly request no unsolicited resumes or approaches from recruitment agencies. Mainmark is not responsible for any fees related to unsolicited resumes.

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