



MARKETING COORDINATOR

Reports to: Head of Marketing



The Business

RAM Equipment is an earth-moving equipment hire and sales company, with a team committed to providing an exceptional customer experience every time.

We pride ourselves on delivering the best and most innovative solutions to our clients, partnering with them to understand their needs, culture, and business aspirations. This understanding allows us to provide exceptional service and advanced solutions to meet any challenge using world-class products. Our goal is to continue partnering with and working to strengthen civil, earthmoving, mining, railway, and pipe laying contractors locally and across Australia. Our extensive range of equipment includes the latest technology and global leading brands. Our products are carefully selected and tested to meet the most rigorous specifications and safety standards across industries, with all the added extras for maximum efficiency, operator comfort and safety.

Purpose

The Marketing Coordinator is pivotal in assisting, guiding, developing, and delivering the marketing strategy. The Marketing Coordinator will also create a marketing calendar and coordinate these activities alongside management.



Key Role Outcomes

- Contribute to the development and drive the implementation and maintenance of the marketing strategy, plan, campaigns, and all associated activities.
- Business decisions are informed through market research to identify opportunities for existing and new products/markets.
- Brand awareness continues to increase for RAM and RAMRADE.
- Creation and management of collateral marketing material such as brochures, product specifications and promotional materials etc.
- Media placements are constructed through delivering effective copy writing.
- Organisation of events and tradeshow
- Digital and online platforms, inclusive of social media, direct email campaigns and the contact data base are effectively managed and contain relevant and up to date content
- Managing on-line marketing tools (Machines4U, Car sales)

Work, Health and Safety

The role has the responsibility for participating in workplace health and safety activities. This is inclusive of

- Being responsible for their own and other's safety
- Participating in any WHS training or consultation requirements
- Identifying and reporting any hazards to mitigate WHS risks
- Adhering to procedures for dealing with incidents and emergency events
- Maintaining appropriate workplace safety records.

Corporate Responsibilities/Requirements

- Demonstrate professional workplace behaviours and a commitment to positively represent the organisation in alignment with the Core values.
- Participate in both professional development opportunities and performance appraisal processes.
- Abide by organisational policies and procedures.
- Some out of hour's work may be required.
- Has, or will obtain prior to employment, a national police check.

Capabilities & Experience

Essential

- Degree in Marketing, Communications, or a related field.
- 2+ year experience in marketing, communications, on-line platforms, advertising, and events.
- Good knowledge of marketing techniques and programs.
- Project management experience – working autonomously and on numerous projects simultaneously.
- Strong communication and interpersonal skills.
- Experience in managing freelancers and agencies.

Desirable

- Proficient use of Adobe Suite (Photoshop, Illustrator, Indesign).
- Knowledge of Office 365 suite (Word, Excel, PowerPoint).
- Photography and videography knowledge.
- Basic web coding languages (HTML, CSS, Java).

Authorities

The Marketing Coordinator has the authority to:

- Stop work where they identify a Quality or WHS risk, or Environmental aspect / impact that is life threatening
- Managing orders for marketing collateral and promotions
- Maintain and manage all marketing sites based on prior approval from the managing director, including pricing etc