

Position Description

Brand Marketing Coordinator | Ivanhoe

Full Time

Miles Real Estate is over 100-years well-established organisation with over 80 employees based in Ivanhoe and Rosanna. With a long-standing history in our local community, we pride ourselves on local knowledge, exceptional customer service and commitment to both our clients and employees.

Why join us?

We strive to foster an atmosphere where staff enjoy coming to work and our many long-standing team members are a testament to this. So, when you join the team at Miles, you will instantly feel the difference that an optimistic and connected workplace brings.

As a market leader we are always striving to attract the right people to join our team of highly motivated, dynamic and positive professionals. We know our people are our most valuable asset, and appreciate the importance of providing mentoring, training and development opportunities that support them to be the best they can be.

We now have an exciting opportunity for a **Brand Marketing Coordinator** within our Brand Team under the direction of the Brand Marketing Manager.

About the ROLE

Digital Marketing

- Assist with scheduling and publishing content to Miles social channels using Meta Business Suite.
- Assist with building (EDM) digital content in our real estate specific email marketing platform Active Pipe.
- Assist with website updates, maintenance and publishing using our website CMS.
- Support staff with their digital and electronic needs e.g. Assist with editing PDF's, templates and spreadsheets.
- Assist with the maintenance of the Miles Hub (SharePoint intranet).

Content Creation

- Assist with visual and graphic design content creation in Canva and Adobe Creative Cloud.
- Assist with video content creation including filming with an iPhone and editing in Canva.
- Create and order agent marketing materials (agent profiles) and business cards via our real estate specific marketing platform (Campaign Track).

Production

- Assist with the organisation, production, printing and distribution of letterbox drops.
- Liaise and maintain important relationships with our key external suppliers, source costing and quotes.
- Manage the ordering of Miles branded merchandise and monitoring of stock levels to ensure supply. Including stickers, stationery items, settlement pack items such as pens and keyrings.
- Excellent proof-reading skills.

Events & Sponsorship/Partnerships

- Assist with event coordination including checking and maintaining event collateral such as banners, flags, table throws and marquees.

- Manage Miles sponsored community organisations including being the key point of contact, producing Sponsorship Agreements for client sign off, arranging hampers and other deliverables outlined in the agreement.

About YOU

- Qualification or certificate in Marketing (preferable).
- 3-5 years' experience in digital and content marketing.
- Excellent time-management and multi-tasking capabilities with emphasis on the ability to work towards and meet key deadlines.
- Strong communication and organisation skills
- A high-level attention to detail with the ability to thoroughly complete all tasks
- High level graphic design, social media capabilities and computer skills (Meta, Canva, Office 365, Adobe Creative Suite including Photoshop, Illustrator and InDesign)
- You will be a highly motivated, professional team player with excellent communication and relationship management skills plus a proactive, can-do attitude

If this sounds like the position for you, submit your application including a small sample portfolio of recent work, your resume and cover letter to: Kylie James: HR@milesre.com.au

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