

Brand Marketing Manager | Ivanhoe

Part time | equivalent to 3-4 days per week

Miles Real Estate is a medium sized organization with approximately 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.

At Miles Real Estate, we believe our people are our most valuable asset and all of our team are provided with training and development opportunities, have access to support with our Employee Assistant Program.

We now have an exciting opportunity for a **Brand Marketing Manager** within our tightknit team.

About the ROLE

- Manage Facebook and Instagram social media content development, scheduling plus reporting
- Develop plus publish articles, updates and content to our website for all departments
- Monitor and maintain/improve our website functionality and performance as required
- Champion our Brand Guidelines plus ensure we adhere to general copywrite laws/regulations
- Manage and coordinate sponsorships/promotions and foster key community relationships
- Create artwork for and order Miles branded products e.g. branded merchandise, stationary, calendars, stickers and items for settlement packs plus event giveaways
- Arrange artwork and quotes for letterbox drops plus coordinate professional letterbox distribution
- Create documents, booklets and templates using our Brand Guidelines with formatting required
- Support staff with their digital and electronic needs e.g. Assist with editing PDF's, templates and spreadsheets
- Coordinate and manage quarterly market update videos and share content to the Miles YouTube channel
- Liaise and maintain important relationships with our key external suppliers
- Create and implement seasonal campaigns with some assistance from external suppliers
- Manage the preparation and printing or digital distribution of EDM newsletters or printed flyers
- Manage/oversee and support all Miles community events
- Create/manage/oversee one-off marketing materials for specific property sales or events as required
- Manage the Brand Marketing strategy and events calendar, plus budget and Annual Client survey analysis

About YOU

- Tertiary qualification in field of Marketing /Communications (preferable)
- Proven Creative Marketing experience
- 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
- Intermediate social media capabilities and computer skills (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, please apply now by submitting a resume and cover letter to:

Kylie Donhardt - Email: kdonhardt@milesre.com.au