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| **POSITION TITLE** | **Marketing Specialist** | | | | | | | | | | | | |
| **FUNCTION** | Marketing & Brand | | | | | **DEPARTMENT** | | Marketing - Advertising & Operations | | | | | |
| **REPORTS TO** | Senior Marketing Manager | | | | | **KEY STAKEHOLDERS** | | Internal: CCO, GM Marketing, Senior Brand/Marketing Managers, Stores, Visual Merchandise, Merchandise | | | | | |
| External: Agency Partners | | | | | |
| **DIRECT REPORTS** | N/A | | | | | | | | | | | | |
| **POSITION PURPOSE** | Support the management and implementation of the marketing plan. This includes customer journey development and planning of all end-to-end marketing programs across a calendar year. | | | | | | | | | | | | |
| **KEY RESPONSIBILITIES** | 1. Marketing campaign execution, including but not limited to; executing tasks in relation to the go to market plan, project management and sight of portfolio marketing plans and activities, and support a drive-in media mix evolution in line with Myer’s customers 2. Build relationships with key stakeholders, beauty suppliers and media partners across the business 3. Ensure all marketing activities are customer-centric 4. Work closely with the Marketing Manager to execute tasks in line with the overall Myer Marketing plan and business goals | | | | | | | | | | | | |
| **ROLE SPECIFIC SKILLS & EXPERIENCE** | 1. 3+ years’ experience in a similar role 2. Bachelor of Commerce (Marketing or Media) or background in beauty, highly advantageous 3. Analytical and data interpretation to advise key stakeholders on recommended changes 4. Media experience and working with multiple key stakeholders at any one time 5. Exceptional attention to detail, verbal and written communication skills with a creative flair 6. Exceptional organisational skills and ability to make recommendations to improve campaigns 7. Willingness to explore new possibilities and upskill, where required 8. Enthusiastic team player with the ability to undertake marketing tasks as directed by Marketing Manager(s) and Senior Brand/Marketing Manager(s) | | | | | | | | | | | | |
| **KEY METRICS** | * Trade category uplift in sales by week * Spend per transaction and quantity of product brought measured against estimated sales targets by week | | | |  | | | | |  | | |
| **CAPABILITES** | | | | | | | | | | | | | |
| Accountability & Results Focus | | Plans effectively and takes accountability for behaviour and results. Delivers on expectations in the right way at the right time | | | | | | | | | | Intermediate | |
| Change Agility & Resilience | | Maintains composure and focus under pressure and quickly adapts to change | | | | | | | | | | Intermediate | |
| Leadership | | Provides direction and purpose, and empowers, motivates and inspires others to achieve their potential | | | | | | | | | | Intermediate | |
| Customer Centricity | | Has the customer at the forefront of every decision and action | | | | | | | | | | Intermediate | |
| Communicating with Influence | | Engages and inspires others through clear and persuasive communication | | | | | | | | | | Intermediate | |
| Collaboration | | Builds and maintains positive relationships to drive results that delight the customer | | | | | | | | | | Intermediate | |
| Entrepreneurial Thinking | | Actively seeks out ways to take advantage of emerging opportunities | | | | | | | | | | Intermediate | |
| **PERSONAL CHARACTERISTICS** | | | | | | | | | | | | | |
| *The specific personal characteristics and qualities needed to be successful in the role* | | | | | | | | | | | | | |
| * High Energy | | | | * Charismatic | | | | | * Enthusiastic | | | | |
| * Passion for Retail | | | | * High attention to detail | | | | | * Customer advocate | | | | |
| **SAFETY AND COMPLIANCE AT MYER** | | | | | | | | | | | | | |
| **SAFETY COMMITTMENTS** | | All Myer Pty Ltd and Warehouse Solutions Pty Ltd team members are responsible for:   1. Clearly understanding and complying with their safety related responsibilities as defined in the “SAFETY AT MYER – Shared Responsibilities Statement” located in the online induction program, Team Member Handbook and the Safety intranet site 2. Ensuring personal (and wider team – fully briefed & coached) compliance with internal company policies, procedures and codes (e.g. Code of Conduct), and all applicable external laws, regulations, standards and industry codes (e.g. fair trading laws) | | | | | | | | | | | |
| **OUR VALUES DRIVE OUR BEHAVIOUR** | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | |
| **APPROVAL** | | | | | | | | | | | | | |
| APPROVED BY | | | Marketing Manager | | | | REVIEW DATE | | | | 10-MAY-2021 | | |
| The requirements and responsibilities contained in this position description do not create a contract of employment and are not meant to be all-inclusive. They may be changed during employment on an as-needed basis. | | | | | | | | | | | | | |