

## Digital Marketing Manager

Michael Page Australia • Melbourne VIC 3004

 Base pay  
\$0 - \$0

 Work type  
Full Time

 Contract type  
Permanent

### Job details

 Date posted  
**11 Jun 2021**

 Expired On  
**14 Jul 2021**

 Category  
**Marketing & Advertising**

 Occupation  
**Managers, Directors & Consultants**

 Base pay  
**\$0 - \$0**

 Contract type  
**Permanent**

 Work type  
**Full Time**

 Job mode  
**Standard/Business hours**

Work Authorisation  
 **AUSTRALIAN CITIZEN / PERMANENT RESIDENT**

### Perks

TRAINING

### Skills

MARKETING

PROJECT MANAGEMENT

AGENCY PARTNERS

B2B

DIGITAL CAMPAIGN

PRODUCT AWARENESS

ROI

SEGMENTATION

### Full job description

Digital Marketing Manager Melbourne - AUD Permanent Posted by: Michael Page International Pty Ltd Posted: Monday, 7 June 2021 About Our Client A global organisation with offices in Melbourne, Sydney, LA, NY, Singapore, Switzerland and London. This organisation provides its impressive client base of Fortune 100 organisations a first-class learning design system to create corporate training that delivers results. Working completely virtually, you will join at an exciting time of growth and scale for the business. Job Description \* Project management of the implementation of CRM HubSpot from Active Campaign, ensuring successful plugin of existing technology products. \* Development and ownership of the B2B customer journey for automation purposes \* Ownership of the HubSpot product, delivering training to sales and other relevant stakeholders. \* Defining and delivering tactical marketing campaigns including for the wider organisation, existing and new products, as well as demand generation and brand awareness. \* Continued refinement and

improvement of the CRM strategy and marketing activity including A/B testing, segmentation etc. \* Successful management of agency partners, setting the strategy and ensuring ROI against spend. \* Evaluation and reporting on the marketing activity for key stakeholders to guide business decisions for commercial results. The Successful Applicant \* 7+ years digital marketing experience, specialising in CRM \* Proven experience successfully implementing HubSpot \* B2B marketing knowledge, ideally from a global organisation \* Ability to lead, take ownership and be self-managing \* Experience and desire to work for a completely virtual organisation What's on Offer \* Flexible and completely virtual working arrangements, including assistance with home office set up. \* For-purpose empowerment - your work will have a positive impact in the world and serve an important mission as part of a creative, friendly, and collaborative global team. \* Be part of (and guide) a unique scale-up journey to become a market leader. \* Ownership and Accountability - You will lead/manage a critical project in the business with the opportunity to build and grow your team as the business scales. \* Competitive Salary Package Location Melbourne, Australia Industry IT Rate AUD Employment Agency Michael Page International Pty Ltd Contact Michael Page International Pty Ltd Reference JS1220297793 Posted Date 7/06/2021 12:36:50 AM