

Digital Marketing Advisor

Corrs Chambers Westgarth • Melbourne VIC 3004

 Base pay
\$0 - \$0

 Work type
Full Time

 Contract type
Permanent

Job details

 Date posted
12 Jun 2021

 Expired On
01 Jul 2021

 Category
Marketing & Advertising

 Occupation
Other

 Base pay
\$0 - \$0

 Contract type
Permanent

 Work type
Full Time

 Job mode
Standard/Business hours

 Work Authorisation
AUSTRALIAN CITIZEN / PERMANENT RESIDENT

Perks

ADDITIONAL LEAVE

MENTORING PROGRAM

PAID PARENTAL LEAVE

TRAINING

Skills

MARKETING

DIGITAL CAMPAIGN

EXCELLENT VERBAL AND WRITTEN COMMUNICATION SKILLS

MARKETING AUTOMATION

MARKETING COMMUNICATIONS

SEARCH ENGINE OPTIMIZATION

SELF-STARTER

USER INTERFACE

Full job description

Career Opportunities: Digital Marketing Adviser (7128) Requisition ID 7128 - Posted - Communications (Comms) - Communications (Comms-D) - Melbourne (MEL) - Corrs Job Description Save Job Email Job to Friend Return to List About us: Corrs Chambers Westgarth is Australia's leading independent law firm. We provide exceptional legal services across the full spectrum of matters, including major transactions, projects and significant disputes, offering strategic advice on our clients most challenging issues. With more than 175 years of history and a talented team of over 1000 people, we pride ourselves on our client-focused approach and commitment to excellence.

Our fundamental ambition is the success of our clients, and this is reflected in everything we do. We advise on the most significant global matters and connect with the best lawyers internationally to provide our clients with the right team for every engagement. We are also at the forefront of some of the most high-profile public international law matters in our region, assisting governments and corporations with the resolution of highly complex cross-border disputes. We are the firm of choice for many of the world's most significant organisations, with our people consistently recognised for providing outstanding client service and delivering exceptional results. The opportunity A new opportunity exists for a digital marketing professional looking to make the next step in their career by joining our energetic and collaborative Communications team on a permanent basis. Reporting to and working closely with the Digital Marketing Manager, this role is based in either Sydney or Melbourne. Responsibilities Work across multiple digital platforms and digital projects including website, eDM, Social Media and other digital channels Management of our website including: Overall website maintenance including management of all website components including adding new content, updating existing content and uploading imagery Leveraging your technical knowledge to assist with web construction when new services and offerings come online, and troubleshooting issues yourself and with external providers Website analytics SEO Advising on best practice overall Using Marketo automation software to create and execute email marketing communications including newsletter and edms, online and in person event programs and other marketing automation initiatives Posting of content to social media accounts Assisting with holistic digital marketing analytics capture and analysis Skills and experience You are a self-starter with a can-do attitude and plenty of initiative. You approach your role in a positive and proactive manner, with a keen eye for detail and passion for excellence and are always looking for opportunities to make improvements. You have strong interpersonal and group communication skills, and the ability to organise, direct and execute multiple tasks/duties, working independently as well as collaborating with diverse stakeholders. To be successful in this role you will have: A degree in Marketing, Digital or relevant tertiary qualification 3+ years of experience in website and digital marketing in a relevant/similar position Excellent verbal and written communication skills Demonstrated experience working with large content management systems holding large libraries of content A well-rounded knowledge of digital marketing best practices including design principles and techniques A core understanding of UX/UI Experience using email marketing and marketing automation software (such as Marketo) The following technical skills would be advantageous but are not essential: Basic HTML and CSS coding skills Proficient in Google Analytics or other analytics software SEO optimization experience CRM software experience What do we offer as an employer? Our policies, practices and behaviours foster a safe and inclusive workplace. At Corrs, we hire a diverse workforce, including people of all genders, ages, cultures, ethnicities, those who identify as LGBTI and people with disabilities. Our initiatives include: competitive remuneration and transparent bonus structure; an additional bonus week of leave (five weeks annual leave in total); access to a mentoring program; an industry-leading 18

weeks paid parental leave, including paid superannuation; flexible work practices for staff, including the ability to purchase additional leave; and access to leading industry and business training; and an opportunity to actively contribute to the broader community through Corrs pro bono program. To click on the "" button or contact Hannah Blandford on +61 3 9672 3156 for a confidential discussion.