

Marketing Campaign Specialist

Transurban • Melbourne VIC 3004

 Base pay
\$0 - \$0

 Work type
Full Time

 Contract type
Permanent

Skills

MARKETING

PROJECT MANAGEMENT

MARKETING CAMPAIGN

MARKETING COMMUNICATIONS

Full job description

Marketing Campaign Specialist As one of the world's largest toll-road operators, Transurban aims to bring people and places closer in a safer, smarter and faster way. We are customer obsessed - whether it's the technology that keeps drivers safe on our roads, our digital channels or our Customer Care team, we focus on creating frictionless experiences that keep people moving. We're always listening and relentlessly solving problems, so we are continuously adding value for our Customers. We have an opportunity for an experienced Marketing Campaign Specialist to work in our Marketing Communications team. You'll be working on various customer campaigns, initiatives and communications designed to raise awareness, drive behaviour change, improve engagement and contribute to our goal of making it easier for customers to do business with us. The impact you'll have:

- * Develop strategic plans and tactical marketing activities for a range of projects and customer initiatives.
- * Manage end-to-end multi-channel customer marketing campaigns.
- * Manage marketing activities such as production management, event management, customer communication programs, stakeholder briefings, project management and any other activity that may arise.
- * Track, manage and report against campaigns by analytically assessing results in real time and optimise these insights to improve the performance of live campaigns.
- * Develop data led dashboards to monitor and report project activity success during the campaign period.
- * Engage with internal stakeholders and external suppliers to deliver on campaign objectives.
- * Manage campaign budgets and track costs. While also ensuring all administrative tasks are adhered to such as

Job details

 Date posted
27 May 2021

 Expired On
29 Jun 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

raising requisitions and managing purchase orders. The talents you'll bring: *

- * Demonstrated experience in marketing campaigns direct to consumers. *
- * Strong understanding and experience with marketing and communications. Including above the line and below the line communications channels for an organisation that spans across corporate and consumer audiences. *
- * Demonstrated experience to think strategically with strong planning and organisational skills. *
- * Understanding and experience in analysing customer data to find actionable insights to develop tactical marketing activities. *
- * Problem solving skills with the ability to manage multiple things on the go. *
- * Experience using Salesforce Marketing Cloud. *
- * Experience with effectively managing external partners and suppliers to deliver projects on time and within budget. *
- * A commercial mindset. You'll be experienced working on campaigns that connect with customers where you set targets and were able to showcase the results and in turn optimise on those opportunities. *
- * Ability to create dashboards to track campaign results and utilise your findings to increase the performance of campaigns. *
- * Demonstrated ability to build and maintain relationships with key internal and external stakeholders.

About us At Transurban we are driven by bringing people and places closer. Together, we're building a future that marries traditional infrastructure with emerging technology. We're making roads ready for driverless cars and predicting accidents before they happen. We're getting people where they're going. And we're doing it faster, smarter and safer. We believe in equality. We treat everyone with fairness, consideration and respect, regardless of gender, cultural background, religious beliefs, sexuality or personal circumstances whether they work for us or not. We want to ensure everyone feels comfortable to express themselves and their opinions. We strongly encourage applications from candidates of diverse backgrounds, including Aboriginal and Torres Strait Islander people. If you meet a number of the requirements, but not all, we encourage you to submit your application. Start changing the world around you. Apply now! Job Type: Permanent Closing Date: 2021-06-08-07:00