

POSITION DESCRIPTION

Position Title: Marketing Specialist – Campaigns **Direct Manager:** Regional Marketing Lead

Budget Responsibility: Nil **Direct Reports:** Nil

Location: Epping, Melbourne

WHAT YOU'RE HERE TO ACHIEVE

Together with the rest of the Animal Management Marketing Team, you will be responsible for the coordination of Gallagher Animal Management marketing and product campaigns across Australia ensuring activity is executed in line with our Regional Marketing strategy.

Responsibilities include coordinating campaign implementation and monitoring, with a focus on seamless integration with sales and advertising initiatives. The role also involves optimizing campaigns for maximum reach, engagement, and return on investment, managing promotional activities, and driving co-promotional partnerships and sponsorships to enhance marketing activities at the regional level.

Additionally, the Campaigns Specialist will oversee the development of the company's social media presence in Australia, execute tactical ad hoc activities, and manage marketing technology platforms such as the Gallagher AM website, Digital Asset Management, Content Management System, CRM, eCommerce, Marketing Automation, and Project Management tools.

The ideal candidate will possess a bachelor's degree in marketing or a related field, previous experience in marketing coordination, proficiency in marketing technology platforms, strong organizational and communication skills. Experience in developing long and short form copy and an 'eye for design' would also be valuable. The ability to work effectively in a fast-paced environment while prioritizing tasks and maintaining a detail-oriented approach is key.

WHERE YOU'LL FIT IN #TEAMGALLAGHER



WHO YOU'LL BE WORKING WITH

Internal Relationships	External Relationships
<ul style="list-style-type: none"> Regional Marketing Manager, Marketing Specialist– Retail Excellence Regional Sales Managers, Territory Managers Global Gallagher Marketing Team Gallagher International Regional Marketing Teams 	<ul style="list-style-type: none"> Gallagher Customers Suppliers, Dealers and/or Distributors External Marketing, Advertising and Communications Agencies

WHAT YOU'LL BE DOING

Key Accountability	Outcomes/ Expectations
<p>Campaign Coordination and Optimisation</p> <p><i>Effort allocation: 50%</i></p>	<ul style="list-style-type: none"> Oversee the coordination of marketing and product campaigns across Australia, ensuring that all activities are executed in alignment with our Regional Marketing strategy. This involves liaising with various teams to plan and implement campaigns effectively, keeping a close eye on timelines and deliverables. Analyse campaign performance metrics to identify strengths and areas for improvement, utilising data-driven insights to refine strategies and tactics. Through ongoing monitoring and evaluation, optimise campaigns to maximize reach, engagement, and return on investment, constantly striving for better results.
<p>Content & Asset Management</p> <p><i>Effort allocation: 15%</i></p>	<ul style="list-style-type: none"> Coordinate and collaborate with internal teams and external partners to develop compelling offers and materials that align with overall marketing and campaign objectives. Manage content across various marketing technology platforms, including website, CRM, and marketing automation tools, ensuring regional content is available and up to date to support efficient operation and optimization of marketing activities. Act as a regional lead in the implementation of new regional technologies and content projects, collaborating with internal Global Marketing stakeholders to maximize the effectiveness of our marketing technology stack.
<p>Brand Communications Management</p> <p><i>Effort allocation: 15%</i></p>	<ul style="list-style-type: none"> Take charge of the creation and development of Gallagher Animal Management Australia communication presence (inc. regional social media activities), overseeing content calendars, and implementing strategies to enhance engagement and visibility. In conjunction with the Regional Marketing Lead, monitor social media performance metrics, analyse trends, and adapt strategies as needed to

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Key Accountability	Outcomes/ Expectations
	<p>ensure that our social media channels effectively communicate our brand messaging and resonate with our target audience.</p> <ul style="list-style-type: none"> • Fulfil marketing requirements and updates for Private Label and Value brands, ensuring that marketing materials and campaigns align with their respective strategies and objectives. • Maintain consistency in the Gallagher Animal Management Master brand representation and messaging across all marketing efforts, while supporting the success of regional Private Label and Value brands within the marketplace.
<p>Partner and Sponsorship Activation</p> <p><i>Effort allocation: 10%</i></p>	<ul style="list-style-type: none"> • Drive and execute activities with co-promotional partners, leveraging mutually beneficial relationships to enhance marketing initiatives and broaden our reach. • Identify sponsorship opportunities and collaborate with partners to maximize the impact of marketing activities, ensuring alignment with Animal Management objectives and brand values.
<p>Tactical Ad-Hoc Activities</p> <p><i>Effort allocation: 10%</i></p>	<ul style="list-style-type: none"> • Respond promptly to ad hoc marketing needs as they arise, addressing urgent tasks and supporting other departments with marketing-related activities. • Execute tactical initiatives in line with marketing objectives and business plans, maintaining flexibility and adaptability to handle unforeseen challenges and opportunities.

Including any other duties not specified that may be required to complete the role, and as requested by the Reporting Manager.

WHAT YOU'LL NEED

Qualifications and / or Experience

- Minimum of three years' experience in marketing coordination or related role.
- Bachelor's degree in Communications, Marketing, Public Relations, or a related field.

Skills

- Proficiency in marketing technology platforms mentioned above.
- Content and copywriting – translating and simplifying technical product information into external communications.
- A design eye – capability in creating/editing 'on brand' visual communications using InDesign, canva or similar.
- Strong organizational and communication skills.
- Ability to prioritize tasks and work effectively in a fast-paced environment.
- Detail-oriented with a focus on accuracy and quality.



- Collaborative team player with a proactive and problem-solving mindset.

Protect what matters most.

Our purpose and our values apply to our extended Gallagher family including our employees, customers, partners and community.

