

ROLE: **DIGITAL MARKETING COORDINATOR**

PREFERRED LOCATION: **OPEN**

REMUNERATION: **AUD 65,000 to 95,000**

Candidate Profile

A marketer with interest in technology and industrial systems

An ability to disseminate the work done by Ardexa for business development

An intelligence for finding the right message in each channel

Discipline to manage an efficient, digital content supply chain

Desire to work in a team environment (which can include remote work)

Ability to work and enjoy diverse cultures

Critical qualifications and skills

Good knowledge of modern digital channels and their function

Some experience in hands-on digital marketing and eDM campaigns

Strong level of working English

Basic knowledge or aptitude to learn about industrial, engineering and IT domains

Energy and leadership to inspire content contributors

Application

Email applications to eugene.cora@ardexa.com

For further information, please call Eugene Cora on +61 417 401 945 or +43 660 3223 929

Competitive remuneration offered for every level

Job Components	Key Tasks
Segment Analysis	<ul style="list-style-type: none"> • Work with business development team to prioritise target segments • Research segments and build fact-based profiles • Prioritise segment with Business Development Teams globally
Content Strategy	<ul style="list-style-type: none"> • Determine most suitable content origin for each segment • Design content generation or acquisition • Report on channel performance and adjust plans
Content Adaptation/Creation	<ul style="list-style-type: none"> • Build process and suppliers to adapt content to each channel • Build content re-purpose strategy • Work with transcreation agencies to reuse content
Digital Asset Management	<ul style="list-style-type: none"> • Maintain basic asset management systems and standards • Ensure content is acquired from implementation teams globally • Design and maintain meta-data
Ardexa Website and APP Integration	<ul style="list-style-type: none"> • Develop strategy with Ardexa Executives to leverage global users of Ardexa App • Work with Ardexa Development Team to implement required website and APP changes
Channel Management	<ul style="list-style-type: none"> • Create and maintain channel calendars • Manage activity and content validation • Manage online community
Direct Marketing Campaigns	<ul style="list-style-type: none"> • Work with Business Development to target eDM campaigns • Manage marketing and campaign tools • Implement dynamic email and newsletter content capability
Event Support	<ul style="list-style-type: none"> • Coordinate with Business Development on upcoming events • Select opportunity to leverage trade shows, conferences, launches • Leverage access to networks from events
Commercial	<ul style="list-style-type: none"> • Manage third party agencies, freelancers, creators, transcreators, etc. • Manage channel advertising and placements • Manage allocated budgets

WHO IS ARDEXA

Global technology leadership

Ardexa is a global leader in secure IoT software and services for various industries, including energy, automation, resources, agriculture, transportation and manufacturing. We connect machines and plants to the cloud, enabling data analytics, artificial intelligence (AI) and remote control. We are leading the digitization of the industrial world. Our products are recognized for their effectiveness and security.

Innovation and entrepreneurship

We value curiosity, creativity and passion that goes to build great products and service innovations. We assemble business teams that can design products and business processes that leave lasting impressions for their simplicity and effectiveness.

Team culture with balanced lifestyle

We have a single global team, with modern work culture that supports a balanced lifestyle. We believe that our future is determined by the quality of our people and will invest in the development and care of our team. We uphold strong ethics towards all aspects of human interactions, professional life and social responsibilities.

Geographically spread

Ardexa has office locations in Canberra (Australia), Vienna (Austria) and soon to be in the USA. We service clients in North America, Europe and Asia. We give strong consideration to remote working for those that have the aptitude, discipline and experience to fulfil the role.

Ardexa Website: <https://ardexa.com/>