

BRAND MANAGER - CORPORATE

- **World Leading Organisation**
- **\$60,000 + extensive benefits**
- **Employer of Choice**

Internationally recognised as an innovative and pioneering force this organisation is recognised as an Australian icon. An outstanding opportunity has arisen for a qualified Brand Manager to join the Marketing team. The Brand Manager is responsible for the development and implementation of all marketing initiatives relating to corporate campaigns, programs and events.

Primary responsibilities will be varied and diverse to include:

Manage above the line advertising and below the line support for Corporate initiatives including Christmas, Chinese New Year, Spring, ensuring all material is accurate and delivered on time.

Manage the copywriting of corporate initiatives such as the Premier Members Newsletter, the corporate website, Corporate Communications and other projects as required.

Ensure brand communication relating to corporate campaigns, programs, events and shows are consistent with corporate direction and guidelines.

Work with advertising and media agencies, ensuring clear briefs are developed and projects are completed in an effective, efficient and timely manner.

Assist in the project management of market research projects relating to corporate initiatives.

The successful candidate will be able to demonstrate the following Qualifications and Experience:

Appropriate tertiary qualifications (Bachelor of Business Marketing or Commerce)

A minimum of three years experience in advertising/marketing in FMCG, leisure/entertainment industry or services industry

Strong copywriting skills and experience with advertising production, TV, radio and press

Previous experience with market research

Strong time management and organisational skills and the ability to manage multiple projects simultaneously

To discuss this role in greater detail please contact Jon Vonk on 0439 101909 (Evenings and Weekends 03 9534 3830) email jon@vonk.com.au