



The Australian Wine
Research Institute

POSITION DESCRIPTION

Title of Position: Marketing Lead

Reporting to: Communication Manager

Overview:

This position provides expert marketing guidance and is responsible for the development and execution of marketing strategies, campaigns, events and digital content for the whole of the AWRI, with a primary focus on the development and growth of the Commercial Services business unit's new brand identity. The role also requires coordination with the AWRI Communication Manager and Executive Management Group to communicate a refreshed AWRI brand identity and values to key grape and wine industry stakeholders. It requires close coordination with the Commercial Services Group Manager, Business Development Lead and Customer Service Manager, to define and market new commercial service offerings for the broader food and beverage sectors.

Qualifications:

- Degree or higher in marketing.

Experience:

Essential

- Proven B2B experience developing and managing marketing plans and sales campaigns
- Ability to develop social media strategy and manage online marketing and sales campaigns
- High-level customer relationship management skills
- Digital marketing experience and extensive use of website analytics tools

Desirable

- Experience with marketing automation and CRM tools, including interactive applications and networking platforms.
- Relevant product, services and industry knowledge, with a specific focus on B2B marketing.
- Proven experience in customer and market research.
- Experience with website development and web design software applications

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Principal Accountabilities:

1. Contribute to a customer-first culture at the AWRI, both within the Commercial Services business unit and the organisation as a whole.
2. Develop and maintain marketing strategies to meet organisational objectives and effectively manage the marketing, advertising and promotional activities of the organisation. Analyse customer insights, consumer trends, market information and marketing best practices to build successful whole-of-organisation strategies.
3. Deploy successful commercial marketing campaigns and drive their implementation from ideation to execution, ensuring the alignment of communications and messaging across all channels.
4. Develop and coordinate distribution of marketing material for all commercial activities, in conjunction with the Commercial Services Business Development Lead and Group Manager.
5. Use appropriate metrics to assess the effectiveness and impact of marketing initiatives and optimise accordingly.
6. Support the new Commercial Services web platform and ensure that digital content relating to analytical and technical services is maintained and supports revenue growth.
7. Develop and coordinate marketing collateral, digital content and communications for AWRI events, activities and services.
8. Work with external agencies, as required, to ensure that new marketing material and website content are consistent with the refreshed AWRI parent brand and new Commercial Services brand.
9. Develop and maintain social media channels and associated content, in conjunction with the Communication Manager.
10. Monitor, review and report on all marketing activity and results, including adherence to designated marketing budgets.
11. Undertake other reasonable duties as directed by the Communication Manager, Group Manager – Commercial Services or the Managing Director.
12. Accept that all intellectual property, patents and discovery arising during the course of employment at the AWRI remain the property of the AWRI.
13. Promote the well-being of the AWRI by ensuring that all contact with clients, staff or the public is performed in a professional manner.

Person Specification:

1. Strong project management, multitasking, and decision-making skills
2. A metrics-driven marketing mind with an eye for creativity
3. Excellent written and verbal communication skills.
4. Excellent interpersonal and collaborative skills to be able to work effectively in a multi-functional team environment.
5. A high degree of initiative, capacity to self-motivate and motivate others.
6. Highly developed strategic and critical thinking skills
7. High degree of creativity.
8. Excellent negotiation skills to deal with a range of customers and service providers.

9. Excellent organisational skills and efficient time management practices.

Workplace Health and Safety Responsibilities:

Employees and students must take reasonable care to protect their own health and safety, and have responsibilities to:

1. Ensure that they do not increase the risk to the health, safety or welfare of others through any act or omission.
2. Obey reasonable instructions that are designed to protect their health, safety and welfare.
3. Use, in the appropriate manner, equipment that is provided to protect their health, safety or welfare.
4. Not wilfully interfere with, or misuse, items or facilities provided in the interest of health, safety or welfare of employees.
5. Ensure that they are not affected by alcohol or any other drug to such an extent that they endanger themselves or others.
6. Report promptly, any hazards, incidents or injuries to their Manager/Team Leader.

Managers/Team Leaders are responsible for the implementation of WHS in their area of control, including to:

1. Support, encourage and enforce the application of WHS by their employees.
2. Ensure that all relevant WHS policies, procedures and systems are implemented.
3. Ensure that all hazards are identified and controlled as far as is reasonably practicable, and that the control measures are monitored and reviewed.
4. Provide employees and students with adequate information, instruction, training and supervision to maintain their health, safety and welfare.
5. Ensure employees are consulted regarding changes to the workplace or work practices that may affect their health, safety or welfare.