

## Cottonwood Learning – Marketing Role

*We are looking for a Marketing Star to join our dynamic team. The role will include creating and managing content across various platforms to engage our audience and keep our customers informed. The ideal candidate will have a strong background in marketing, social media, google, website management and Canva with at least one year experience.*

We are a leading professional development business dedicated to the support and empowerment of educators and teachers to enrich their teaching practice through nature pedagogy. Our primary business is providing PD to early childhood services, primary schools, both as Public Calendar events and in house at centres/schools. We specialise in nature play and bush kindy.

We also provide nature play/bush kindy programs for children on southern Gold Coast.

We are looking for a motivated part time Marketing Wizard to join our team. The successful applicant will plan and manage the social media, marketing strategies including Google and the website. This is a part-time role, approx. 6 hours a week but may grow in time. Flexible work hours with office in Southern GC and some 'at home' arrangements.

### **Essential Competencies:**

- An eye for graphic design and a creative mindset.
- An interest in photography and content creation.
- High attention to detail
- Great organisational, project management and time management skills
- Comprehensive understanding and experience relating to digital marketing, including SEO, social media, Google Analytics and managing paid campaigns with Google Ads and Meta
- Demonstrated experience in developing a range of targeted communications material and content across multiple channels including print, email and social platforms.
- Proficient in computer applications relevant to marketing and event management.
- Proficiency within the Microsoft suite, Canva, EDM and website management.
- Strong verbal and written communication and interpersonal skills

### **Preferred Competencies**

- Qualification/training in marketing/communications/business.
- Minimum 1 years experience in a similar role.

### **Tasks and Responsibilities:**

- Develop a digital marketing strategy for content creation which includes: photography, videography, editing, visual asset creation and copywriting
- Conceptualise and roll out innovative marketing campaigns and engaging social media initiatives, bolstering our digital presence.
- Create photographic and videographic content for socials and website in line with brand and trends.
- Identify and explore new growth opportunities to increase social media following and engagement.
- Monitor and respond to audience interactions and feedback.
- Build communities through exceptional customer service and outreach.
- Assist in scheduling and reporting across the business's digital platforms
- Monitor and analyse the performance of marketing campaigns and social media metrics providing insights and recommendations for improvement.
- Assist with the development of marketing budgets and monitor expenses to ensure cost-effective strategies.
- Collaborate and plan with the team on product offers and events to ensure cohesive and consistent offering.
- Develop relevant content for promoting the PD events across all relevant channels including websites and social media.
- Develop materials such as brochures, fliers. Banners etc for PD events in line with brand.
- Collaborate with the Manager to develop event concepts, themes, and formats.
- Use your creativity to generate content and assets for use across digital and other marketing channels, including landing pages, email marketing, signage and more.
- Stay updated on industry trends, best practices, and new technologies related to marketing.
- Contribute innovative ideas for improving client experiences.
- Maintain and update websites.