

Marketing Assistant

Based in Manly

3 days per week (Monday/Tuesday/Wednesday)

\$31 per hour – Part-time Contractor role (with a potential opportunity for permanent, part-time role for the right candidate – role review after 3 mths)

This role will support the National Marketing Manager and Marketing Coordinator in the delivery of all marketing and communications campaigns for Power Living and YOGAHOLICS. It is a great opportunity for someone with a real passion for yoga, communications and digital marketing to join an awesome team.

The Role

- **Support for the Marketing Department**
 - Starting at 3 days per week. View to expand based on business needs and success of the role
 - You will help manage and coordinate all marketing requests based on direction from the Marketing Manager
 - Quality assurance support on large scale projects when required

- **Events/Workshops/Teacher Training**
 - Liaise with relevant Studio Managers for all event details and launch
 - Create draft copy/content and liaise with external designers for artwork production

- **Website content management**
 - You will manage content via the content management system and keep details up-to-date (e.g. Events page etc.)
 - Implement recommended updates to the Power Living website to improve SEO
 - Wordpress management/skills are required for this

- **YOGAHOLICS – Power Living’s online yoga website**
 - Customer service/tech support – manage and help with customer queries and issues
 - Support Marketing Coordinator to maintain and update YOGAHOLICS website and marketing strategy as required

- **Social media**
 - Support the Marketing Coordinator as required (e.g. when on leave) for Power Living and YOGAHOLICS social media posts, creating energetic, positive content!
 - Need to be able to identify relevant content and to produce first draft copywriting for posts
 - Manage the social media calendar, upload posts and community management if/when required

- **Manage emails to the community**
 - o Create and write content for monthly newsletters, events and community news
 - o Mail Chimp and Photoshop management/skills are required for this
- **Creative, copy and content**
 - o Copywriting skills essential as you'll be creating engaging content to support the National Marketing Manager for posters, social media, newsletter etc.
 - o Design skills desirable – very basic use of Photoshop to be able to manage images for emails, brand photos etc.

Skills required

- Marketing and communications experience essential – two years' minimum experience
- Background and understanding of digital media to include Google Adwords, SEO, in addition to social media knowledge
- Creative (copy and design). Could come from a marketing, communications, advertising, journalism background (could have own blog or come from a writing background)
- Proficient in Word, Excel, Power Point, Photoshop, etc.
- Understanding of content management systems – we use Mind Body Online, Mail Chimp and Wordpress
 - o Previous experience in using Wordpress and Mail Chimp or similar program would be ideal
 - o However we can teach you the specific programs but must be computer literate and able to pick them up quickly
- Must be willing to pick up a variety of tasks as required and get their hands dirty – no job is too big or too small

The person

- Enthusiastic, outgoing and able to build relationships quickly
- Excellent verbal and written communication skills
- Great organization and time management skills
- Able to act quickly, under pressure and use initiative
- Innovative thinker – we need to be market leading in all that we do so look for people with a creative approach to problem solving and ideas
- A passion, knowledge and interest in yoga, health and the Power Living brand

To apply

Please email your CV to helen.fraser@powerliving.com.au

Closing date: 7th April 2017
