

# Position Description



<b>Position Title:</b>	<b>Marketing Manager- ABC Bullion</b>
<b>Reports To (title):</b>	GM- ABC Bullion and GM- Jewellery and Fabricated Division
<b>Date Reviewed:</b>	110117
<b>Department:</b>	Marketing
<b>Department Information:</b>	The Marketing Department is responsible for driving brand build; provide marketing strategy for the brand and new and existing clients, coordination of events, marketing communications and initiatives across the business in order to increase market share and maintain a strong brand image within the marketplace.
<b>Company Information:</b>	Pallion is the largest precious metal services group in Australasia and a top 5 Australian private group of companies. This multi-national group operates facilities throughout Australia, Hong Kong and mainland China. Pallion designs, manufactures and distributes precious metal products and related services. Pallion entities offer the following services: Bullion; Refining and Minting; Casting and Jewellery; Fabricated Metals; Findings and Vaulting.
<b>Mission Statement</b>	To use our extensive experience in precious metals to become the world's leading precious metal services group delivering tangible business results to our clients. We strive to build long-term relationships based on mutual trust and respect.

1. Objective of the Role	
1.1	To manage, maintain and execute the brand and product strategy and event/promotional calendar.
1.2	To pursue new opportunities to increase sales and brand growth within the market place.
1.3	Increase brand awareness and credibility through the development of localised thought leadership content
1.4	To ensure sell through of product campaigns across sales channel and deliver key messaging and marketing components on time and following brand guidelines.

2. Key Performance Requirements and Duties:	
2.1	Develop marketing strategies, plans and timelines that align to key business goals to increase brand awareness and drive revenue.
2.2	Complete campaign development and execution including concept, copywriting and graphic design work, media releases, speech writing, and social commentary. Execute the entire marketing mix to generate demand for company products and services.
2.3	Work alongside the Marketing Manager- Pallion with regards to the marketing budget and workflow of tasks to achieve the highest ROI. Ensure reporting on marketing ROI against spend to continually improve marketing programs in an effort to drive better performance with increased efficiency
2.4	Develop, plan and execute events and promotional activities such as conference sponsorships, videos, interviews, brochures, collateral, hosted seminars and networking parties. Align to core business objectives as required through target identification, marketing tactics and timelines
2.5	Create and publicise content through, blogs, opinion articles and bylines in relevant publications
2.6	Partner with sales, client service, and product leads to determine regional priorities and strategies that drive new business and client growth.
2.7	Manage PR agencies to boost ABC's profile through strategic execution of PR and content.
2.8	Generate demand online through online social media strategy, including website development, management and updating content frequently, social media marketing, EDM, SEM, online marketing, e-newsletters, announcements and digital management.
2.9	Develop, implement, report and analyse key metrics, whilst ensuring that the branding and key messages are consistent across all mediums and through all marketing and promotional activities.
2.10	Increased brand awareness and credibility through the development of localised thought leadership content.
2.11	Manage brand budget, spend and provide analysis on costs incurred.
2.12	Oversee and monitor the timely execution and delivery of product and sales strategy to ensure successful execution and follow through.
2.13	Work with the GM and Chief Economist and Sales Manager to develop compelling business cases and analysis with regards to sales, value-add, pricing and overall performance and sales and marketing functions.
2.14	Develop, prepare and maintain the seasonal strategy and ensure its successful execution.

2.15	Develop promotional calendar in line with brand strategy.
2.16	Attend trade fairs when required to identify new growth strategies, product advances to grow sales and expand brand positioning.
2.17	Develop strategic partnerships that have synergies with the brand and product range with the aim to build incremental revenue and new customer acquisition.
2.18	Effectively and efficiently manage and coordinate all other projects, duties and tasks as requested and delegated.

3. Organisational Values and Vision	
3.1	<b>Best:</b> In everything we do, only the best will do
3.2	<b>Value:</b> We give our clients the best value product, not necessarily the cheapest product
3.3	<b>Determined:</b> We are adaptable and persistent. Nothing is too difficult and everything is achievable
3.4	<b>Nimble:</b> We are agile and progressive. We constantly strive to stay abreast of innovation, industry changes and progress.
3.5	<b>Trust:</b> We are the industry's trusted partner
3.6	<b>Family:</b> An inclusive collaborative approach to our work, our team and our clients, encouraging personal excellence and respect
3.7	<b>Investors:</b> We invest in the future of the industry through our contribution to the education of our people and our clients
3.8	<b>Vision:</b> Employment with a Pallion company demands our staff, suppliers and employees conduct themselves in a way fitting and positively supporting our company wide values and mission statement

4. Qualities and Competencies Required	
4.1	Exceptional written communication and copywriting skills
4.2	Dynamic, self-motivated and proactive approach for project and team management. Be able to handle large scale and multiple projects within time frames set.
4.3	Ability to set and deliver social and digital marketing and sales goals demonstrating consistent results and improvement measures.
4.4	Highly organised with exceptional attention to detail.
4.5	Good leadership and management experience
4.6	Willingness to travel and work to a flexible schedule when the need arises

5. Basic Qualifications Required	
5.1	Degree or equivalent qualification in Marketing
5.2	Skilled in appropriate marketing design software (Adobe and active creative suite)
5.3	Minimum 5 years' experience in a similar role
5.4	Confident in all MS Office tools