

JOB DESCRIPTION

Job Title	Marketing Administrator
Job Type	Full-time
Manager	Marketing Coordinator

Main Duties / Responsibilities

The Marketing Administrator supports the Marketing and Membership teams and the general running of the Bicycle Queensland (BQ) office. Primary responsibilities include implementing the day-to-day marketing activities, being one of the first points of contact for current and prospective BQ members and supporting all stages of the membership journey. The role requires the incumbent to be enthusiastic, have excellent communication skills and to be an outstanding brand ambassador for, and live the values of BQ.

Duties of this role include:

- Implementation of day-to-day marketing activities
- EDM campaign creation and implementation
- Social media content creation, planning and scheduling using Hootsuite
- WordPress website management, uploading blogs, news articles and creation of landing pages as required
- Briefing graphic designer for all project designs
- Copyrighting
- Monthly social media reporting for the Management Committee
- Provide high quality, professional service to members and potential members
- Maintain quality membership data including new memberships, renewals and reporting functions
- Assist in positively influencing and contributing towards the membership journey
- Assist with implementing and promoting strategies to drive new business opportunities and membership experiences to increase engagement with BQ, including shop items and member benefits
- Assist with the day-to-day running of the office, e.g. office supplies and consumables
- Contribute to BQ's vision - more people riding more often

SKILLS & EXPERIENCE

Qualifications & Experience

- Tertiary qualifications in marketing or communications
- Administration, customer service and/or sales experience
- Experience using CRM platforms
- Experience using Microsoft Office, in particular Excel
- Website and social media experience

Skills & Abilities

- Understanding of basic SEO principles
- Confident telephone and written communication skills
- Ability to foster positive relationships with customers and stakeholders
- Self-motivated, takes responsibility and demonstrates a high level of initiative
- High attention to detail with exceptional writing and proof-reading skills
- Excellent problem-solving abilities
- Exceptional time management and organisational skills
- Resourceful and flexible with developed written and digital marketing skills
- Collaborative mindset with the ability to work in a small team environment