

Position Description

Marketing Manager

Overview

John Readings is not only the leading book retailer and repository in Australia and the Asia Pacific, it is a brand that continues to reinvent itself. We love technology and the endless possibilities that it can bring to our customers. Join our innovative and passionate team and be part of this exciting retail company, that people know and trust.

Division

Business Operations

Remuneration

POA

The remuneration package for this position will depend on the level of experience and competency of the incumbent officer. To be considered for the higher salary range, applicants will need to have demonstrated an extensive understanding of marketing principles, specifically online marketing, together with demonstrated experience in a management position.

The Role

It is an exciting time for the John Readings business as we implement new strategies and business processes across our organisation to take our business to the next level.

To be successful in this position, you will have proven success delivering fast paced, innovative marketing campaigns.

Come help us propel our brand into its next phase to achieve the John Readings strategy.

Key Responsibilities

- Ownership, accountability and responsibility of marketing planning, implementation, results and budget,
- Partner with the management team to ensure cohesive delivery of aligned goals and clear communication of strategies across Australia and the Asia Pacific,
- Manage overall marketing plan and all advertising production,
- Maintain and leverage relationships with our key external business partners to ensure delivery of marketing strategy, engagement and results focus,
- Direct public relations and community initiatives to communicate our brand and company values,
- Respond to market demands and changes, quickly and effectively,
- Coach, mentor and lead a business-critical team in a real-time environment.

Key Requirements

- Tertiary qualification in marketing or relevant area with significant business experience,
- High levels of financial and business acumen with strong negotiation skills preferably within a retail or e-commerce environment,
- Ability to analyse consumer and business direction and provide recommendations for change for a high volume, low cost business,
- Proven record of fostering relationships across different geographical locations both internally and externally,
- Experience in managing a team/group of people involved in either brand or product marketing,
- Superior attention to detail, time management and communications skills are vital.

Reporting Relationship

This position reports to the CEO of the company and is responsible for the direct supervision of:

- The marketing team,
- External/internal specialist consultants,
- Web design consultants and staff.

The position works across the company and in close cooperation with managers and staff.

PD Approved by: CEO John Readings Pty Ltd	Employee:
Supervisor: CEO John Readings Pty Ltd	Date Appointed:

Signatures:

Supervisor_____

Employee_____