

Social Media & Digital Coordinator

Ouwens Casserly Real Estate is Australia's fastest growing independent residential property firm - our success is borne of culture, professionalism, and a genuine desire to help people reach their goals through property.

The Social Media & Design Coordinator is responsible for the facilitation of brand and project marketing campaigns, with an emphasis on creativity, initiative, and digital strategies. The role supports the projects department and corporate marketing team objectives and client expectations.

There are opportunities for both Part-Time and Full-Time options within this role, depending on the successful candidates experience and availability.

Key responsibilities include:

- Coordinate all marketing and brand activities across each project
- Ensure consistent internal and external brand presentation
- Coordinate email marketing campaigns
- Prepare design proofs for digital and print publications, in alignment with branding requirements
- Produce engaging daily content across a variety of social media platforms, creating both scheduled, evergreen content and daily lifestyle-based content
- Prepare weekly digital marketing client reports
- Copywriting for sales collateral including EDMs, brochures and online materials
- Management of digital marketing campaigns for paid advertising and organic content
- Update project websites as required, incl. building new webpages and landing pages

Qualifications for this role include:

- Qualifications in graphic design, digital marketing or related discipline
- 3-5 years' experience in a marketing, graphic design or related discipline
- Full Adobe suite and Canva experience essential
- Advanced MS Office skills
- Facebook Ads Manager experience desirable
- Hubspot experience desirable
- Ability to deliver timely solutions
- Exceptional attention to detail, organisation and time management skills

As an industry leader, Ouwens Casserly requires the successful candidate to have the ability to engage and connect with the company vision and reflect the company values of Authenticity, Optimism, Passion and Precision. In return you will be provided with a results and team focused culture to work in with industry training and career development opportunities.

Please send your application to Astrid Hogg, People and Culture Coordinator - careers@ocre.com.au by Friday 12th February 2021.