

MARKETING ASSOCIATE

About Us

Allflex is the global leader in animal identification and monitoring devices.

Allflex Livestock Intelligence is the world leader in the design, development, manufacturing and delivery of solutions for animal identification, monitoring, farm management and traceability. Our data-driven solutions are used by farmers, companies and countries to manage hundreds of millions of animals worldwide.

By putting intelligent, actionable management information into farmers' hands, our solutions empower them to act in a timely manner to trace animals and safeguard their health and wellbeing, while achieving optimal production outcomes for a healthy, sustainable food supply

The Role

The Marketing Associate (MA) will have responsibility for the implementation of the marketing/brand plans, campaign and tactic development and implementation, for execution across a mix of modalities including digital and social media, for key performance brands. Reporting into the Marketing Manager, the Marketing Associate will be a strong collaborator, working with sales, customer services, technical/R&D, finance, and production functions as required to implement marketing tactics and drive business outcomes.

Specific Responsibilities

- Implement marketing plans for key product areas, with a focus on tactical implementation, including campaign development, campaign execution, follow up and evaluation.
- Contribute to and manage delegated digital and social media activities, working in collaboration with the Marketing Manager on content planning and content development.
- Manage promotional and marketing materials, working with agency partners
- Actively engage with and maintain relationships with key service providers, agencies and other bodies as relating to marketing
- Effect and maintain a high standard of communication and co-operation with all internal and external stakeholders
- Participate in and support sales team activity
- Maintain project and promotional operational costs within the budget
- Identify new and innovative ways managing projects and processes that embrace new technologies and business efficiencies.
- Build networks with global Allflex colleagues to utilize global resources as appropriate.
- Create and review promotional material, and comply with all marketing approval processes, and legal, statutory and corporate requirements.
- To ensure all company resources are effectively, efficiently, and profitably utilized.

Skills and Experience

- Minimum of 2+ years experience as a marketing associate, marketing coordinator or advertising associate is very highly desirable
- Tertiary qualifications in Marketing or Business related field
- Demonstrated capability to collaborate in cross functional and cross geographical team
- Possess a "can do" approach
- Experience managing and delivering on projects and marketing campaigns, in a fast paced environment
- Experience utilizing different communication platforms across multi channels, including website, digital and social
- Proficiency in Microsoft 365 or Adobe Creative Suite and WordPress - highly desirable
- Developed time management skills, task focused with a high level of attention to detail
- Interpersonal effectiveness, with proven ability to establish strong influential relationships with key stakeholders

What We Offer

- A fantastic opportunity to join a global market leader working at the forefront of industry technology and innovation
- Competitive salary

Apply today

This really is a great opportunity for a **Marketing Associate** to join a forward-thinking, innovative business where your ideas can really make an impact. If you are keen to work with talented and professional cross-functional agile teams I encourage you to apply.

You must have the right to work in Australia without any visa restrictions.

To learn more about us, visit www.allflex.com.au

**Please apply by emailing your cover letter and CV to
Kirstyn.McKay@allflex.com.au**