**MARKETING CONSULTANT / COORDINATOR**

HydroTerra is a rapidly growing organization. We are leaders in environmental monitoring, assisting industry, regulators, researchers and the community to manage and monitor our environment. An important component of what we do is to communicate to our broader community the latest in environmental monitoring approaches, technologies and research. We do this through our industry leading webinars, newsletters and our comprehensive website. We are seeking an energetic, creative, and focused Marketing Coordinator to join our team.

Role Snapshot

You will be required 2-3 days a week and will be based in Cheltenham, Victoria 3192.

Key Responsibilities

In this role you will be responsible for:

* Delivering e-marketing activities for HydroTerra, including a monthly newsletter, fortnightly webinars, email (EDM), and social media tasks.
* Creating marketing collateral for the business to promote our products, technologies and services.
* Developing and managing marketing strategies and campaigns.
* Overseeing the onboarding of products and content to the website.
* Tracking marketing performance using a scorecard and recommending marketing activities to improve brand awareness and overall business performance.

Examples of our marketing materials are available:

newsletters: <https://hydroterra.com.au/newsletters/may-newsletter-hydroterra-2/>

webinars: <https://hydroterra.com.au/webinars/>

About HydroTerra

HydroTerra is proud of the work we do and believe we have the best team of suppliers, customers, partners and staff in the game.

HydroTerra has two key components, our Marketplace and our Monitoring Services Team. Our aim is to provide the largest range of monitoring options and the best technical support for those. We have been operating since 2004 and have many well established supplier and client relationships. The HydroTerra team of engineers, scientists and technicians now exceeds 30 personnel. Our systems are ISO accredited. Our foot print of monitoring systems exceeds 100 facilities across a range of market sectors within Australia and continues to grow.

For further information on HydroTerra please see our website: www.hydroterra.com.au

Qualifications and Skills and Capabilities:

Ideally you will have:

* degree in marketing, business, communications, or relevant industry experience.
* A passion for the environment and an interest in cutting-edge technology.
* Copywriting skills, excellent written and verbal communication.
* Design and visual communication capabilities.
* Attention to detail with a focus on processes.
* Ability to work independently, and as part of a team.
* Proficiency in the use of Word, Excel and Powerpoint and ideally Canva, Mailchimp and WordPress, Zoom, Odoo
* Good time management skills
* People skills
* Ability to work in a fast-paced environment.

Please submit a covering letter and your resume. Only shortlisted candidates will be contacted.