

# Marketing Coordinator

Location- National Role

Employment type- Full time

**Work where your ideas matter, your contribution counts, and the opportunities to grow are real.**

- Join a growing team in an innovative and supportive work environment.
- Flexible work options: work from home, in-office, or hybrid.
- Opportunity for growth in a national role, working with a small, close-knit team.

## The Opportunity

Reporting to the Marketing Manager, you'll play a key role in executing marketing strategies and campaigns across digital, social and offline channels. You'll work closely with sales, suppliers, external creatives and internal teams to make sure our messaging is aligned, campaigns are executed on time, and performance is analysed to help shape future marketing decisions.

This role involves significant coordination; managing multiple projects across a busy marketing calendar, supporting both the central CERTEX Lifting brand, and other companies as they join the group. You'll be helping bring branding initiatives to life, managing social media, keeping our CMS and product data up to date, and providing hands on support for campaigns, events, and trade shows.

This role is available to work remotely, in-house, or hybrid from any of our branches (see our website for details). We will consider any work location in Australia, however, as we would like you to regularly visit at least one of our branches to understand the inner workings of the business, being close to one of our branches is important.

## What your day-to-day might look like:

- Coordinate and implement multi-channel marketing campaigns, including scheduling and managing timelines.
- Maintain product and brand content across platforms, including managing marketing assets and libraries
- Coordinate social media, including content development, scheduling, and engagement
- Implement SEO and other marketing and search strategies

- Assist with development of brochures, digital assets, templates and video content (and content creation if you have the skills!)
- Liaise with external vendors such as graphic designers, printers, and promotional suppliers
- Liaise with internal contacts, who can provide content and information.
- Analyse campaign performance and recommending improvements
- Assist with marketing events including trade shows and webinars
- Support internal teams (like Sales and Service) with marketing collateral
- Develop internal resources such as presentations.
- Maintain intranet content and newsfeeds.
- Maintain and update CMS and PIM systems.

## **What You'll Bring**

### Must-haves

- Tertiary qualification in Marketing, Communications, or other relevant degree, or equivalent experience.
- 3–5 years' experience in marketing, in a coordinator role or similar.
- Strong experience with HubSpot.
- Experience using the full Adobe Creative Suite.
- Able to build strong, collaborative relationships despite working with geographically dispersed teams.
- Able to manage multiple priorities and deadlines with strong attention to detail.
- Strong written and verbal communication skills, including the ability to proofread.
- A collaborative, practical attitude—someone who makes things happen.
- Willing to travel occasionally to attend conferences and trade shows.
- Available to occasionally work early evenings (up to around 6pm) to collaborate with interstate and international teams.
- Willing to undergo a basic pre-employment medical and drug & alcohol screening (standard policy for all employees).

### Very nice-to-haves

- Graphic design or visual communication qualifications (Cert IV or Diploma).
- Experience with content creation including basic video editing.
- Experience working across multiple brands under one umbrella.
- Familiarity with CMS and PIM platforms.
- A flair for content writing or creative development.
- A valid driver's licence.
- A current First Aid Certificate (or willing to obtain if required)

## Who We're Looking For

We're after someone who:

- Is comfortable working in a remote team.
- Can manage multiple priorities and deadlines with strong attention to detail.
- Has strong written and verbal communication skills.
- Is proactive and solution-focused.
- Adopts a collaborative, practical attitude—someone who makes things happen.
- Plans ahead and sees the bigger future.
- Is inquisitive, comfortable asking questions
- Believes there is always more to learn, takes an interest in learning, and can develop an understanding of the lifting, rigging, and height safety industry.

## Why Join Certex?

*Big company, local team:* You'll be part of a small, supportive, Marketing team, but with the backing, support, and opportunity of a large national company, connected to a global network.

*Endless career paths:* With locations across Australia, and connections with companies across the world, opportunities are everywhere, for those who want to take them.

*Development-focused:* We take a far-sighted approach and invest in developing our people so they can feel confident, capable, and proud of the work they do.

*Supportive culture:* We value professionalism, kindness, and respect for each other; we call it "being good to work with". You'll also have access to our Employee Assistance Program (EAP) to support you and your family's wellbeing when you need it most.

## How to apply

If this sounds like the role for you and you have what we are looking for, *apply online now*.

If you want an opportunity to showcase your excellent communication skills, we encourage you to include a cover letter.