



## POSITION DESCRIPTION

# Marketing Manager

<b>Job Title:</b>	Marketing Manager
<b>Reporting to:</b>	Creative Director & Managing Director
<b>Location:</b>	Melbourne, Australia Predominantly based at Tait's Headquarters & Factory (Thomastown), while also working at Tait's Melbourne Showroom (Fitzroy)
<b>Hours:</b>	Permanent, Full-time

### Key Internal Relationships:

Managing Director, Creative Director, Founding Director, Marketing Coordinator, National Commercial Sales Manager, Accountant and Operations Manager

### Direct Reports:

Marketing Coordinator

### Key External Relationships:

Architecture & Design Media, Creative & Digital Agencies, Design Firms

### The Brand:

For thirty years, Tait have been an instrumental figure and leading force in the Australian furniture design and manufacturing industry. Their luxury outdoor products have become icons of contemporary Australian design and are renowned for their durability and longevity. Tait service a range of market segments including retail, trade, and commercial, and furnish residential, workplace, education, hospitality, government, health and landscape projects. Tait's products are available directly via our Melbourne, Sydney and Brisbane showrooms, and through our network of National and International dealers.

### Purpose of the Position:

The Marketing Manager is the driving force behind Tait's brand strategy and execution. The role is responsible for developing the marketing strategy, marketing plan and marketing budget, while managing the execution of each component alongside Tait's Creative Director, Marketing Coordinator and relevant agencies. This role is ideal for someone who is passionate about good design and appreciates the value in high-quality, Australian made products.

### Responsibilities & Duties:

- Develop, manage, and execute Tait's marketing strategy, plan and budget.
- Oversee and execute Tait's marketing strategy across copywriting, website, SEO, social media, digital advertising, traditional advertising, editorial, media relations, graphic design, visual merchandising, and collateral.
- Report on KPI's and optimise results

## HEADQUARTERS

1 Milne Street, Thomastown VIC 3074

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- Maintain a professional brand image
- Build relationships with Architecture & Design media
- Working with Managing Director, Creative Director and National Sales Manager, support the needs of the Tait Sales team and dealer network through marketing support tools.
- Maintain a professional brand image at all times.

### Skills & Experience

- At least three years' experience in a similar role
- Tertiary qualifications in Marketing, Business, Commerce, Communications or similar.
- Experience in the design industry
- Proficiency across Microsoft applications including Sharepoint, Word, Excel, Powerpoint, MS Teams
- Proficiency across the Adobe Creative Suite including Photoshop, Indesign, Illustrator & Premiere
- Project management and organisational skills

### Personal Qualities & Behavioural Traits

- Exceptional communication
- Attention to detail
- Creative thinker and problem solver
- Passionate about Australian design
- Professional presentation

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