



POSITION DESCRIPTION

Marketing Coordinator

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| Job Title: | Marketing Coordinator |
| Reporting to: | Marketing Manager (& Creative Director) |
| Location: | Tait Melbourne Showroom, 209-211 Smith Street Fitzroy VIC 3065 |
| Hours: | Permanent, Full-time, Monday – Friday 9:00-5:00 |

Key Internal Relationships:

Marketing Managers, Creative Director, National Sales Manager, Greater Sales Team, and Operations Administrator

Key External Relationships:

External Suppliers, Photographers and Stylists, Media, Architecture and Design practices, Clients

Purpose of the Position:

The Marketing Coordinator is a valued member of the Tait team, supporting marketing and sales channels. Tait is looking for a creative and highly organised individual with experience in marketing including social media management.

The purpose of the position is to support Tait’s marketing strategy and activities working closely with Tait’s Marketing Manager and Creative Director. The role is focused on providing support in the creation of Tait’s marketing and sales tools and social media management.

The Marketing Coordinator requires the ability to multitask between marketing and administration tasks, creating a variety of marketing and sales tools across website, social, online presentations, print and digital collateral. Under the guidance of the Marketing Manager, this person will also assist with the coordination of photography shoots, product loans and events. The role requires someone who is highly organised, with strong communication and time management skills, and an eye for detail. If, like our team, you are passionate about design, hardworking, results-driven and detail-focused, we want to hear from you!

TAIT MELBOURNE SHOWROOM

209 – 211 Smith Street, Fitzroy VIC 3065

(03) 9419 7484

ABN: 760 6497 6389

MADEBYTAIT.COM.AU



Key Duties and Responsibilities:

- Work closely with the marketing team to coordinate marketing tasks including social media management, graphic design, advertising, events, collateral, showroom merchandising, loan management, copywriting and public relations
- Manage the company's social media profiles including community management, scheduling, ensuring consistent and engaging content that aligns with our overall marketing strategy and brand voice
- Assisting with the management and updates for the Tait website

Key Skills and Experience

- Bachelor's degree in Marketing, Communications, or a related field
- Minimum 2 years; experience in Marketing with proven experience, preferably in the design or luxury industry
- Excellent written and verbal communication skills
- Proficiency across Microsoft and Adobe applications
- Experience with social media platforms, digital advertising and graphic design
- Proficient at copywriting and content management systems for website, social media, e-newsletters, and marketing analytics highly desirable
- Ability to thrive in a collaborative team environment

Personal qualities & behavioural traits

- Exceptional project management and organisational skills, with an eye for detail
- Strong communication skills and adaptability are a must
- Ability to work independently and within a larger team
- Professional presentation and relationship building skills with internal and external stakeholders.
- A strong work ethic, where pride is taken in your work