

bluwire media

sales & marketing co-ordinator



Role: Sales & marketing co-ordinator

Location: West End

Job Type: Part Time / Contract

Start: Immediately

The company

Bluewire Media is the only web design company in Australia that is **ISO9001:2008 quality assured** and offers a better than money-back **value guarantee**.

The company, featured in the Courier Mail & on Brisbane Extra, offers **internet strategy, web design, online marketing & CRM implementation** and is growing from client referrals and repeat clients.

The role

Your role will be will involve supporting the sales consultants and co-ordinating the marketing activity for Bluewire Media. You will be reporting directly to the managing directors.

The main responsibilities will be:

- responding to new business enquiries via web & phone
- setting up sales appointments for the consultants (who then do the face-to-face selling)
- preparing proposals for the prospective clients
- following up with the prospective clients after the consultants' appointment (via phone & email)
- co-ordinating the company's email marketing & article marketing
- executing the social media strategy (Facebook, LinkedIn, Twitter, YouTube & blog)
- driving Google Adwords campaigns
- executing the website content strategy
- reporting on the website's SEO performance & Google analytics stats
- responding to job applications & setting up interviews with candidates

Full training, induction, systems, templates & mentoring provided.

NO cold calling and NO hard selling!!

You will be working in a fun, flexible & relaxed environment with a team of young professionals.

The ideal candidate

- Is Web 2.0 savvy – across social media like Facebook, LinkedIn, YouTube, Twitter & Wordpress
- Is vibrant, friendly, loves customer service & has a great phone manner
- Is a stickler for detail & very analytical
- Proficient at **Microsoft Outlook, Word, Excel & Powerpoint**
- Knows *super* basic HTML (eg. embedding YouTube code into blogs)
- Has experience with **Google Adwords** and **Google Analytics**
- Is proficient at writing copy for press releases, newsletters, Google ads & job ads
- Will be working closely with our agency partners in **advertising, PR & technology**.
- Loves everything digital
- Is friendly and approachable
- Thinks laterally and learns quickly

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Bonus skills

- Has experience using a CRM (Netsuite) to produce sales reports.
- Loves PR and has good contacts in the industry
- Can help organise Bluewire Media's events & functions
- Knows basic SEO strategies
- Loves taking photos

Why work at Bluewire Media?

- Employee Value Proposition (EVP) is to "do what you love" & you'll be supported whatever that is!
- Genuine 8.30am – 5.30pm days (or equivalent)
- Flexible work weeks
- Clear, defined career progression path
- Professional development budget
- Opportunity to build relationships directly with clients
- Performance based remuneration
- World-class methodology
- ISO9001:2008 quality assured company with proven systems

Perks

- Latest software & hardware - Mac or PC
- Free personal training at SOS Fitness
- Free daily breakfast
- Free seasonal pass to local swimming pool
- End of month staff 'Views, booze & dinner'
- Periodic rugby tickets, golf days, lunches
- Lollies, fruit, yoghurt & coffee machine
- \$1000 bonus for recruiting staff
- Monthly 'Fun Managers' with a budget!
- Shirt Studio tailor-made shirts for \$55.

If you think you're the Sales & Marketing Co-ordinator we're on the hunt for – then let us know today!

Download our Job Application Questionnaire (DOC - 160kb), fill it out and send it to Angela Brown at angela.brown@bluewiremedia.com.au

Please ensure that you include your CV and cover letter when you submit the application to Ange.
Include the subject line: **Sales & Marketing Co-ordinator | Your Name**