



POSITION DESCRIPTION Digital Marketing Manager

Location	Adelaide, Sydney or Newcastle
Reports to	Head of Sales and Marketing, XDI
	Full time position
Supervise	Marketing Assistant
Industry:	Finance, Climate Change, Infrastructure, Science

We're seeking an experienced and driven B2B Digital Marketing Manager who wants to make a difference to climate change action globally.

Working closely with sales and communications, you will be developing and implementing integrated marketing strategies to drive customer acquisition, conversion and retention. This hands on role will work collaboratively with Head of Marketing and Sales and the Communications Director to deliver a digital marketing strategy in line with the business goals of the organisation. A key focus will be to accelerate our expansion into international markets in UK, Europe and North America.

XDI is a rapidly growing company providing climate risk analysis data to help Government, Utilities, and Financial service providers understand the impacts of physical climate risk to their business and operations.

Our teams work across Australia and internationally and include scientists, coders, project managers, data analysts and a strong communication and impact function. Our clients include financial service providers, investment managers, Management and Engineering consultancies, State and Federal Government.

You will need to enjoy working in a collaborative and consultative way with our team, which works across three offices in Australia.

Key Responsibilities

- Develop and implement effective data driven marketing and digital media strategies that deliver the organisations strategic objectives globally
- Develop segmentation, acquisition, and retargeting strategies to optimise the effectiveness of digital campaigns in line with our core communications calendar and tactical initiatives
- Analyse the outcomes of these activities and provide insights and recommendations for improvement
- Working with the communications team, identify and plan content marketing strategies to enhance our strategic positioning, including participation in industry events and owned digital events such as webinars and panel discussions

- Prepare or supervise the preparation of a wide range of sales, marketing and digital media collateral for specific sectors, such as infrastructure, finance, government, academic and service providers.
- Analyse key competitor activity
- Manage external agencies
- Maintain optimum website performance and content
- Supervise the marketing assistant

Key requirements

- Tertiary qualifications in a relevant field.
- 7-10 years experience in Marketing, ideally in a B2B context.
- Ability to leverage digital channels to drive commercial outcomes
- A driving interest in climate change and its international implications for business.
- Demonstrated success in business outcomes as a result of managing and developing digital marketing campaigns
- Previous experience providing advice and marketing tools to drive sales enablement

The below attributes would be highly desirable

- Demonstrated ability to expand the global reach and visibility of a business of similar nature
- Some understanding of international financial mechanisms
- Ability to display a collaborative and consultative approach with all departments within the organisation, eg: tech department, coders.
- High level of working knowledge of digital marketing channels, content management systems and CRM.
- Experience in tech, finance or climate related industry

Application:

To apply, please send a cover letter and resume to admin@xdi.systems