

## Digital Marketing Analyst

### Position Description

Dearin & Associates is an international business consulting company that helps established companies to access opportunities and capital in fast-growing international markets, including the Middle East and North Africa, Iran, Indonesia, China, Malaysia and India.

We provide corporate advisory services to Australian and internationally-based companies and are known for our high quality, independent advice.

Our services include international market entry, strategic business connections and cross-cultural consulting and training.

### The Position

Dearin & Associates is currently seeking a Digital Marketing Analyst to join our Sydney office.

The successful candidate will support our team in implementing our marketing and communications strategy and driving the company's growth.

The analyst will be given the opportunity to manage projects across a range of marketing activities, including the company website, social media, webinars, email marketing campaigns, videos and workshops. We expect you to have a good understanding of marketing concepts and digital platforms, however training will be provided on the specific applications used.

### Responsibilities:

#### 1. Develop Marketing and Communications Content

- Research and write marketing content for Dearin & Associates' website and company newsletter on topics relating to international business
- Draft social media updates across a range of different channels including Facebook, LinkedIn, Twitter and Google+
- Contribute to the company's content marketing calendar
- Design and format power point presentations, photos, images, videos and other digital marketing collateral

#### 2. Technology

- Manage a range of online platforms, including the company website and CRM system
- Draft content for a range of social media platforms
- Manage webinars using Google Hangouts
- Draft and format data-driven HTML marketing campaigns

#### 3. Client Projects and Operations

- Contribute to client projects across the company's three business verticals; cross-cultural consulting, international market entry and investor matching

- Contribute to company administration and operations as required, including events and business missions

### **Academic qualifications**

Essential qualifications:

- Tertiary qualifications in a relevant field, e.g. international business, marketing, communications.

Desirable qualifications:

- Post-graduate qualifications in a relevant field, e.g. international business, marketing, communications.
- Languages including emerging markets' languages (e.g. Arabic, Farsi, Mandarin, Bahasa, Russian).

### **Work experience & skills**

Essential experience

- One year of work experience in a relevant field, e.g. international business, marketing, strategic communications, management consulting.
- Knowledge of marketing concepts and platforms and ability to translate this knowledge into practical business outcomes.
- Strong written and analytical skills, including the ability to draft a variety of business documents including media releases, blogs, correspondence, and proposals.
- High level of familiarity with a variety of digital programs and products and the ability to learn new technologies as they develop.
- Ability to plan and manage projects and schedules.
- High level of attention to detail and ability to juggle competing priorities.

### **Personal qualities & behavioural traits**

Essential qualities or behaviours

- Highly developed verbal communication skills
- High level of emotional intelligence
- Highly developed interpersonal skills
- A proactive attitude
- Keen awareness of team dynamics and an ability to influence other members of the team positively
- Well-presented and punctual

### **Professional Development:**

An internship with Dearin & Associates provides many professional development opportunities, including:

- Opportunity to work in a growing startup consulting company with a dynamic, young team in our vibrant office in Sydney
- Opportunity to work across a range of exciting, internationally-focussed projects
- Opportunities to attend industry events and network with business and government leaders
- Increased knowledge of and practical experience in international business
- Practical experience in marketing and communications
- Enhanced business communication skills
- Experience liaising with a range of business and government stakeholders, both domestically and overseas

**Hours:**

Casual, beginning with 16 hours (two days) per week. One of those days needs to be a Wednesday with the additional day flexible depending on availability.

**Location:**

The role will primarily take place at Dearin & Associates' Sydney office in Greenwich with the option to work remotely as required. Occasional interstate travel required.

**Application Procedure**

Please submit the following by close of business, Friday 2 December, 2016 to apply for this position:

- Complete the application survey at:  
<https://survey.zohopublic.com/zs/FxizQs>
- Resume
- Writing sample of approximately 1000 words on any topic of your choosing that is relevant to a business audience

**Contact:**

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