

ASX POSITION DESCRIPTION

MARKETING MANAGER

ASX “All Roles Flexible”	
ASX offers mutually beneficial flexible working arrangements for all roles. We recognise that employees need to balance work and personal lives.	
MARKETING MANAGER – 12 Months Maximum Term	
ASX Opportunity Snapshot	What’s On Offer
Role: Marketing Manager - 12 months maximum term	Reporting to the General Manager, Marketing this role is responsible for the development and execution of the marketing strategy for ASX Trading Services, Derivatives and OTC Markets. You will work in close collaboration with the business to ensure business development and marketing objectives are met. The role requires a dynamic, creative and strategic thinking financial markets marketer to devise and implement effective marketing programs across a range of B2B customers.
Reports to: General Manager, Marketing	
People Management: 1x Direct Report (PPT)	
Budget: N/A	
Team: Marketing	
Date: August 2017	
Location: Sydney, NSW	
Flexible Role: Yes	

What you’ll do:

- Develop annual marketing plans to support the Trading Services, Derivatives and OTC Markets business objectives.
- Build strong relationships with internal stakeholders to understand customer and product drivers, and manage marketing priorities in collaboration with the business leaders and their teams.
- Manage end-to-end execution of plans with a focus on relationship, revenue and reach to deliver measurable campaigns that are aligned to business objectives.
- Translate technical product offerings to customer-centric solutions to effectively deliver on marketing campaigns and business priorities.
- Utilise a cross section of marketing channels and tactics across sales tools, digital, social and events, working with internal and external partners to ensure brand and business results are delivered.
- Ensure a focus on efficiency and innovation whilst delivering consistency across all channels.
- Manage budgets and forecasting, adapting to changing priorities as required.



What you've done:

- Extensive experience, preferably in B2B for financial markets
- Demonstrated experience in managing marketing communications projects from concept to completion
- Experience using data analytics to help shape and inform strategy development and campaign activity.
- Strong marketing skills such as planning, execution, measurement, analysis and reporting.
- Experience in creative development and working with agency partners
- Proven ability to manage multiple projects with tight and evolving timeframes
- Ability to work effectively across different levels of the organisation
- Excellent written and verbal communication skills
- Strong stakeholder management skills
- Customer centred (internal and external)
- Budget management and reporting skills
- Tertiary marketing qualifications

And if you've got some of this, even better:

- Experience with marketing complex or technical financial markets products or services.
- Strong analytical skills to assess the effectiveness of marketing activities
- Experience in content development, copywriting and editing
- Exposure to Salesforce Marketing Cloud and / or Adobe CMS
- Strong negotiation and influencing skills
- Initiative and problem solving skills
- Event management experience

What you need to enjoy and be good at for this role:

- Collaborative approach to leading and shaping priorities with senior stakeholders
- A deep understanding of financial markets and relentless focus on how innovation can add value
- Highly adaptable and able to thrive in a project based working environment
- A strong team player who is proactive in generating team engagement
- Strong negotiation and influencing skills
- Initiative and problem solving skills
- Exceptional attention to detail

