

Content and Insights Coordinator

ASX Position Description

ASX “All Roles Flexible”

ASX offers mutually beneficial flexible working arrangements.
We recognise that employees need to balance work and personal lives.

ASX Opportunity Snapshot		What’s On Offer
Role:	Content and Insights Coordinator	<p>An exciting new opportunity for an enthusiastic marketer to contribute to ASX’s content and insights function. This role will support the Research and Insights Manager by helping manage some of ASX’s research partnerships, content programs; and content and analytics platforms. Key to this role will be the ability to understand customer research and assist the broader team in applying these insights to provide useful and usable content to customers that is aligned to business objectives.</p> <p>More broadly, your team will analyse digital and social media, news monitoring and alerts, as well as content across the business.</p>
Reports to:	Michael Briggs	
People Management:	No	
Budget:	N/A	
Team:	Marketing	
Date:	December, 2018	
Location:	Sydney, NSW	
Flexible Role:	Yes	

What you’ll do:

- Manage the implementation (including content review) process for several of ASX’s regular publications to customers
- Work with the Digital Services team to implement content across digital properties (including a new ASX blog)
- Input in to editorial meetings and collaborate with business stakeholders and industry expertise to identify new content opportunities and generate content of value for the business.
- Be our ‘brand, content and insights’ custodian, managing stakeholder enquiries and addressing their questions and requests as it relates to brand guidelines, research, workflow and governance; or team capabilities and workload
- Leverage research and insights tools, such as Qualtrics and Salesforce Marketing Cloud, to deliver insight into marketing planning, as well as delivering industry news and alerts across the ASX business.
- Collaborate with marketing managers in the creation and implementation of a content calendar to align content releases with product launches, campaigns and business activities.
- Ensure content quality, clarity, and consistency across all digital assets and channels.

What you've done:

- Some experience, and/or involvement in, content marketing and analytics (client or agency side)
- Understanding of marketing effectiveness (campaign reporting and measurement)
- Demonstrated ability in stakeholder engagement
- Some experience, and/or involvement in, social media marketing and analytics

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

- Experience in financial services or technology industries, preferably in a B2B environment
- Experience with the Adobe suite of products, in particular AEM and Adobe Analytics
- Broad understanding of content marketing, research and insights best practice
- Leadership, stakeholder management and influencing skills
- Tertiary marketing, communications or journalism qualifications

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

- A strong team player who is proactive in generating team engagement and increasing collaboration.
- Stakeholder management with the ability to work collaboratively with other areas across the business.
- Strong communication skills across traditional and new media.
- Demonstrated ability to work under pressure and meet short deadlines
- Strong written and verbal communication skills