

Marketing Manager

Are you looking for:

- A role where you will be hands on with the company's marketing and communications activities
- A role that offers diversity of product, and market segments to keep you stimulated and excited
- A role where you can take charge and chart your development and career

An opportunity has been created for a Marketing Manager within the new Heat Transfer Solutions business segment through the amalgamation of a number of manufacturing business under the one brand.

Air Radiators is part of the Adrad Group - an Australian based ASX listed company specialising in the design and manufacture of heat transfer solutions for OEM customers globally. With 50 years of industry experience and an impressive list of Australian and International customers, we have a highly regarded reputation for delivering top quality Heat Transfer systems from our Australian and Thailand manufacturing facilities.

As the successful candidate based in Lara, you will be responsible for

- Developing and executing marketing strategies and initiatives to shape, promote, and position the company brand and products
- Understanding the customer journey and develop marketing strategies to not only acquire new customers, but nurture existing customers
- Conducting research, identify industry trends, customer needs and competitor analysis to refine key marketing strategies

And professionally, you will bring

- Tertiary qualifications in Marketing, Communications or Digital Media
- Experience in using Content Management Systems and managing web sites and have exposure or an understanding of social media and the various platforms
- Excellent presentation capability and demonstrated experience with working Adobe suite (particularly InDesign, Photoshop and Illustrator)
- Ideally 3-5 years work experience in a similar field

Applications to: recruitment@airrads.com.au with Marketing Manager in the subject line.