



# ReadCloud

## Senior Marketing Specialist

**Job Description:** Senior Marketing Specialist

**Role:** Permanent, full-time

**Reporting to:** Chief Product Officer

**Performance review:** Annually

**Location:** Melbourne, VIC

**Remuneration:** salary + super

**Start date:** January 10th, 2021

### The Opportunity

*Do education and technology inspire you? Would you like to join one of Australia's fastest growing companies, listed on the ASX?*

ReadCloud is the leading e-reading platform used by over 500 schools in Australia and offers over 200,000 eBooks from the world's leading publishers. ReadCloud's unique eReading platform offers teachers and students the ability to interact inside digital content, turning the eBook into a place for discussion, collaboration and social learning.

We believe an educator's role is to provide engaging ways for students to learn and we also believe that technology plays a vital role in assisting students for life in the 21<sup>st</sup> century.

### The Challenge

An essential part of realising our vision is the continuous development and growth of our brand within key customer segments in Australia and internationally.

We are seeking an experienced senior marketing specialist to join our team in the Melbourne office to develop and execute on our digital marketing strategy, improve brand awareness and growth as well as help to ideate, shape and deliver on our customer events and conferences.

As a key member of our close-knit team, you will work with our outbound sales, operations and development teams in our ambition to put our software in the hands of every student in Australia.

## The Position

With regular collaboration with senior management and the sales team, you will ensure an amazing customer experience with our brand and help, raise our brand's awareness in our target customer segments and in turn help continue the businesses growth by developing and executing marketing strategies to achieve greater brand recognition, market share, traffic, qualified leads and ultimately revenue.

**Digital marketing strategy and operations** - Planning and assisting with development, execution and monitoring of email, digital, social media, and content marketing campaigns and conducting market research

- Develop and deliver effective BTL marketing campaigns focusing on social media and email marketing to support the broader strategy and meet ReadCloud's brand, acquisition and growth targets.
- Conduct post campaign analysis for all campaign activity, utilising insights to improve on future campaigns.
- Ensure all digital channels including social media (Twitter, LinkedIn) are maintained and optimised to create a seamless ReadCloud brand experience.
- Develop high quality content across a range of digital and traditional media

**Events operations and management** - Lead and deliver digital & in-person event logistics including scheduling, promotions, speaker engagement, event programs/design, managing event mailing lists, digital event surveys, and ensuring that the CRM is updated post events

- Follow up on activities after events; follow-up communications, feedback evaluation, event costs calculation, event controlling, data management, etc.

**Sales team support** - support the outbound sales team and business development managers with the development of customer facing sales collateral and content as well as communications strategies to help customers understand our products and offers

**Partner and reseller marketing support** - Coordinate and create advertisements and communications with our partners and resellers

**Brand management** - maintain the ReadCloud's brand including voice, tone, personality and particularly visual identity, including identifying areas for improvement and working with internal and external teams to continually modernise and grow the brand

**Reporting and support** - Provide administrative support in general marketing communication activities

- Providing a regular report and updates on marketing activities to the Chief Product Officer and assist in preparation of internal marketing and sales reports
- Work closely with our sales, customer support and technical teams



## Outcomes

- Driving and supporting the rapid growth of the ReadCloud business by generating new inbound leads
- Expand ReadCloud's brand awareness and recognition in key markets
- Grow ReadCloud's total number of users and schools

## Things we need from you

- At least 2-3 years of working experience in marketing area, preferable in B2B marketing, with a robust understanding of marketing processes and strategy
- Experience in the education industry is desirable but not required
- A communicative team player with excellent organisational skills
- Flexible, reliable, independent and professional when dealing with customers
- Excellent written and verbal communication and copywriting skills
- Have strong project management, and interpersonal skills
- Have an eye for graphic design
- Interest in understanding our products and commitment to high quality customer experience and delivering value to customers
- Able to work with and utilise a CRM
- You are able to empathise with clients and understand their needs
- You can motivate yourself, have a hands on mentality and pull together with everyone
- You thrive in an agile environment

## Benefits and remuneration

- Competitive salary including super
- Work-life balance – we passionately believe in this, family matters!
- Flexible work arrangements
- Casual and relaxed culture

## About Us

ReadCloud has developed the leading eReading and content access platform used in over 500 Australian Secondary schools. Our company is listed on the Australian Stock Exchange (ASX:RCL) and has distribution agreements for digital content with over 25 of the world's leading publishers. Currently, in excess of 110,000 students across Australia use the ReadCloud software during term time. The platform enables teachers and students to access their in-classroom resources digitally in one platform – and that's just the beginning! Our company is fun, dynamic and continually strives for greatness. Everyone here thinks they are hilarious, so a great sense of humour is very important!

If this sounds like you, then we would love to speak to you!