

Job Description

Marketing Manager

JOB OVERVIEW			
JOB TITLE	Marketing Manager		
JOB LOCATION	Sydney, NSW		
GENERAL DESCRIPTION	We are seeking an experienced and driven Marketing Manager to lead and grow our marketing function in Australia and New Zealand. This role will focus on building a strong brand presence, enhancing marketing efficiency through process establishment, and fostering collaboration within the team and across departments. The ideal candidate will bring both strategic vision and hands-on execution skills to strengthen our B2B brand positioning, support sales activities, and ensure marketing excellence in alignment with regional goals.		
DIVISION / DEPARTMENT	Product Solutions Centre	ROLE TYPE	Management
REPORTS TO	Product & Solutions Director	EMPLOYMENT TYPE	Full Time, On-site
POSITION DETAILS			
RESPONSIBILITIES AND DUTIES	1. Brand, PR & Communications - Develop and execute brand and communication strategies to enhance corporate visibility and reputation. - Manage PR and media relations, including press releases, corporate communications, and crisis response. - Build partnerships with media, industry associations, and key stakeholders to strengthen brand credibility. - Ensure consistent brand messaging across all communications and support ESG or CSR2. 2. Process Setup & Team Collaboration - Establish standardized marketing processes and reporting systems to improve efficiency and consistency. - Enhance cross-functional collaboration between marketing, sales, and product teams to align business goals. - Lead and develop the marketing team, fostering a proactive, creative, and accountable culture. - Work with distributor partners to create and execute co-marketing plans with aligned support. 3. Content & Digital Marketing - Oversee development of marketing content, including brochures, social media, newsletters, and product videos. - Manage digital presence – including website content, SEO, social channels, and paid media campaigns. - Work closely with agency partners to plan and optimise online advertising performance. 4. Events & Campaigns - Plan and execute trade shows, partner events, and marketing campaigns (e.g. HikTech Star). - Design and implementation of marketing promotion plans for target industries		

	Ensure all campaigns reflect brand identity and deliver measurable impact.
	5. Budget & Reporting - Manage the marketing budget, including expense tracking, forecasting, and vendor payments. - Evaluate ROI across different marketing channels and provide regular performance reports. - Ensure transparency and efficiency in financial and operational processes.
PERFORMANCE INDICATORS	Process, Leadership & Team Growth: Establish a structured, high-performing marketing function through process setup, capability development, and collaboration across departments to enhance efficiency and business alignment. Brand & PR: Strengthen ANZ brand visibility and credibility through consistent messaging, media partnerships, and proactive PR. Achieve measurable growth in brand awareness and positive media exposure. Process & Team Collaboration: Establish clear marketing workflows and reporting systems. Foster alignment between marketing, sales, and product teams while developing a proactive, high-performing marketing team. Content & Digital Marketing: Enhance online presence through strategic content creation, SEO, and digital campaigns. Drive engagement and conversion growth across website and social channels with data-backed performance tracking. Events & Campaigns: Plan and execute impactful trade shows and co-marketing initiatives that generate qualified leads and sales pipeline value. Ensure all campaigns align with brand identity and business goals. Budget & Reporting: Manage marketing budgets effectively, maintaining transparency, cost efficiency, and accurate ROI reporting. Provide regular performance summaries to support decision-making and continuous improvement.
QUALIFICATIONS, SKILL & EXPERIENCE - ESSENTIAL	- Bachelor's degree in Marketing, Communications, or related field. - Minimum 3 years of marketing experience, preferably in B2B or technology sectors. - Strong background in brand marketing and campaign management. - Proven ability to build processes, lead teams, and manage multiple projects simultaneously. - Excellent communication, leadership, and stakeholder management skills. - Proficient in English & Mandarin. - Familiar with digital marketing tools, social platforms, and agency collaboration. - A proactive attitude and strong attention to detail.
QUALIFICATIONS, SKILL & EXPERIENCE - DESIRABLE	- Experience in B2B technology, security, or electronics industries. - Strong analytical mindset and data-driven decision-making skills. - Balance between strategic thinking and hands-on execution. - Experience working in a regional marketing environment or collaborating with global teams.
POSITION FILLED	
PERSON HIRED	DATE HIRED
APPROVED BY: NAME & TITLE	
EMPLOYEE SIGN	