



Marketing Coordinator

Promisia, the makers of the joint formula Arthrem and Artevite are looking for a Marketing Coordinator. This is a new role, joining an innovative, dynamic and science based company, has lots of room for growth and professional development.

Arthrem is the largest selling product in Pharmacy in NZ and has been a recognized and trusted brand in New Zealand for 4 years. There are 2 new products that will be launched in the first half of 2018.

The role will be based in the Wellington CBD, and will be responsible for planning and implementing all marketing activities. The role includes educating Sales Representatives on promotional activities and managing a sales territory that extends from Wellington to Palmerston North. There is potential to grow into a full Marketing Manager role.

About the Role

- Based in Promisia Head office in Wellington CBD
- Supportive and friendly team that includes Sales/Ops and Telesales
- Reporting to the CEO
- A branded vehicle is provided

Duties

- Plan and implement all marketing campaigns within budget
- Marketing collateral planning, preparations and implementation – brochures, websites, direct mail
- Working with Graphic Artists
- Establishing marketing process
- Sales
- Actively utilize digital and social media
- Maintain customer database and CRM software

Skills and Experience

- Self-starter with lots of initiative
- Significant experience in website management, design and optimization, social media strategy and content management, writing and publication management and have a keen eye for design
- Have a sound knowledge of paid search, display, email marketing, Google analytics and other online measurement tools.
- Sound knowledge of online advertising
- Exceptional communication and interpersonal skills
- Project management
- Proven copy writing skills for different media – online and print

You will have a dynamic personality, confidence and excellent relationship building skills. A Bachelor's degree in Marketing and at least 2 years' experience in a marketing environment is essential.

If this is you, please send your cover letter and CV to [Rene de Wit](#).