

About MYBOS

This is an exciting opportunity to join a rapidly growing, **market leading, Australian Property Tech** company that is going from strength to strength. At MYBOS, we value independence, flexibility, and personal growth. We're a fast-growing Australian technology company that embraces innovation and encourages our team members to push boundaries and reach new heights.

Having expanded globally with offices now in AU, NZ and UAE, we are looking for a marketing coordinator to bring all our marketing activities together.

About the role

The Marketing Coordinator supports the execution of MYBOS' marketing strategies to drive brand awareness, lead generation, and customer engagement. Collaborating with MYBOS teams, this role manages digital campaigns, content creation, events, and analytics to optimise marketing performance.

The Marketing Coordinator will be the key account lead for our external SEO & SEM agencies ensuring they are meeting their SLAs and KPIs. The role will also be the key account lead with our industry bodies ensuring MYBOS is maximising opportunities from our sponsorship.

The Marketing Coordinator will be supported by our content producer and work with them to ensure our lead generation strategies through HubSpot CRM are optimised

What you'll be doing

- 1. Implement a Digital Marketing Strategy**
Ensure consistent, high-quality content delivery in line with the marketing plan.
- 2. Content Plan and Calendar Management**
Plan, manage, and execute a cohesive content calendar, ensuring timely delivery and alignment with marketing goals.
- 3. Boost Agency Leads and Brand Awareness**
Increase lead generation by working with SEO and SEM agencies. Elevate the company's presence through targeted campaigns and consistent branding initiatives.
- 4. Customer Journey Optimisation**
Develop strategies to enhance every customer touchpoint using data-driven insights and feedback.
- 5. Coordinate Targeted Campaigns**
Align marketing campaigns with sales strategies for maximum impact.
- 6. Track Campaign Effectiveness**
Report on performance metrics to evaluate marketing success.

What we're looking for

- Bachelor's degree, Marketing qualifications or equivalent industry experience
- Advanced knowledge of HubSpot CRM required
- Experience with WordPress CMS
- Experience with campaigns for SaaS businesses

- Strong communication skills and the ability to adapt tone for different audiences.
- 3+ years experience in campaign management, juggling tasks, timelines, and creative ideas to bring marketing visions to life

What we offer

At MYBOS, we are committed to providing our employees with a supportive and rewarding work environment. Some of the key benefits you can expect include:

- Competitive salary
- Professional development opportunities and ongoing training
- Flexible working arrangements to support work-life balance
- Company-wide social events and team-building activities