



wildbear  
entertainment

## MARKETING COORDINATOR (Digital Content Platform)

**LOCATION :** Canberra, Australia  
**TYPE :** Permanent Full Time

### ▶ Role Overview

WildBear is an integrated factual entertainment company working across television, theatrical, corporate, educational and government communications. We are seeking a Marketing Coordinator to work as part of a new and exciting direct to consumer digital content team within the WildBear group, based in our Canberra CBD office.

The successful candidate will bring skills and industry experience in marketing and a flexibility to apply these in a digital media setting. They will be a highly motivated go getter who is excited to be part of a small team working to launch and grow the new business venture. Working in our creative culture, their skills and expertise will be encouraged to grow, providing opportunities in our fast growing company.

The Marketing Coordinator will work directly with the Channel Manager and Head of Marketing of the new business.

The successful applicant will be required to start in February 2022.

## KEY RESPONSIBILITIES

- Manage the logistics and delivery of digital content assets from the WildBear group and third parties ensuring deliverables are received by required deadlines
- Coordinate marketing initiatives and streams of customer engagement
- Support stakeholder and partnership relationship management
- Administer digital channels including CRM, SEM, SEO and Paid Social
- Coordinate campaigns and ensure promotional and content calendar activities are delivered on time
- Coordinate live stream events
- Liaise with the internal content and design teams to ensure seamless production of advertising and promotional material. This will involve setting deadlines, managing expectations, effective briefing and problem solving.
- Subscriber customer support

### Requirements:

- Highly organised and displays meticulous accuracy and attention to detail
- Ability to work both independently and within a team
- Ability to contribute to building a positive team spirit
- Tertiary qualifications in Marketing or Communications or comparable experience.
- Ability to communicate professionally with stakeholders and external parties
- A minimum of 1 years experience in a similar role
- Ability to multitask and prioritise, working efficiently to daily deadlines
- Excellent computer skills - graphic design skills advantageous (Adobe Suite).
- Excellent written and verbal communication skills and ability to escalate to Managers

Applications for this role  
should be sent to

**employment@wildbear.tv**

The contact person for enquiries  
is Harriet Pike:

**02 6210 1400 or 0415 509 514**

Applications should be emailed  
with the subject line referencing

**“Marketing Coordinator 2022”**



**Applications close**  
**Wednesday 12 January**  
**2022**

Only shortlisted applicants will be contacted