



JOB DESCRIPTION – MARKETING MANAGER

Job Title: Marketing Manager

Department: Marketing and Advertising

Reports To: Head of Marketing

Job Overview

The Marketing Manager at Trendie is a pivotal role responsible for shaping and advancing the brand's market position. The successful candidate will lead the development and execution of integrated marketing strategies that enhance brand visibility, foster customer engagement, and drive revenue growth. Working closely with cross-functional teams, the Marketing Manager will ensure that all marketing initiatives align with broader organisational goals, while managing a high-performing team of marketing professionals.

Key Responsibilities

- **Strategic Marketing Leadership:** Develop and execute robust, data-driven marketing strategies that are aligned with Trendie's long-term business objectives. These strategies should focus on enhancing brand presence, engaging target audiences, and driving measurable growth in market share and revenue.
- **Team Leadership and Development:** Provide leadership, mentorship, and development opportunities to the marketing team. Foster a collaborative and innovative environment, ensuring that team members are supported in achieving both personal and organisational goals.
- **Market Research and Analysis:** Conduct thorough market analysis to identify emerging trends, customer behaviours, and new opportunities. Use data insights to inform marketing strategies and adapt campaigns to changing market conditions.
- **Budget Management:** Develop, manage, and optimise the marketing budget, ensuring efficient allocation of resources across campaigns. Prioritise spending to maximise return on investment (ROI) while maintaining financial oversight on all marketing activities.

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- **Content Strategy and Oversight:** Oversee the development of marketing materials, ensuring consistency across all channels, including digital, print, and promotional content. Ensure that all content aligns with the brand's voice, values, and strategic objectives.
- **Cross-Functional Collaboration:** Collaborate with key internal stakeholders, including the sales, product, and finance teams, to ensure cohesive marketing efforts. Align marketing activities with product launches, promotional campaigns, and sales targets to achieve unified business outcomes.
- **Campaign Performance Measurement:** Continuously monitor and assess the effectiveness of marketing campaigns. Utilise key metrics to measure success, provide detailed reports to senior leadership, and implement improvements to optimise performance.
- **Vendor and Partner Relationships:** Build and maintain strong relationships with external agencies, vendors, and media partners. Leverage these partnerships to enhance marketing initiatives and ensure high-quality execution of campaigns.

Qualifications and Experience

- **Educational Background:** Bachelor's degree in Marketing, Business Administration, Communications, or a related discipline is essential. A postgraduate qualification in Marketing or a related field is advantageous.
- **Professional Experience:** At least 5 years of experience in a senior marketing role with a demonstrable track record in managing successful campaigns, team leadership, and strategic planning.
- **Leadership and Management:** Proven ability to lead, mentor, and manage a team of marketing professionals. Experience in managing cross-functional teams and collaborating with senior management to achieve organisational goals.
- **Analytical and Strategic Skills:** Exceptional analytical abilities with the capacity to interpret complex market data, anticipate industry trends, and translate insights into actionable marketing strategies.
- **Communication and Interpersonal Skills:** Outstanding written and verbal communication skills, with the ability to craft clear, compelling messages for diverse audiences. Strong stakeholder management and negotiation skills.



Skills and Competencies

- **Strategic Thinking:** A forward-thinking approach to problem-solving with a focus on long-term brand and business objectives.
- **Leadership and Team Development:** Strong leadership skills, with the ability to inspire, motivate, and guide a team towards achieving shared goals. Commitment to developing talent within the marketing function.
- **Digital Marketing Expertise:** Proficiency in marketing tools and platforms such as Google Analytics, SEO/SEM tools, CRM systems, and digital advertising platforms. Experience in managing digital campaigns across multiple channels.
- **Creativity and Innovation:** Strong creative thinking abilities, with a focus on developing unique marketing campaigns that stand out in a competitive market.
- **Time and Project Management:** Excellent organisational skills with the ability to manage multiple projects simultaneously, work under pressure, and meet tight deadlines.

Working Conditions

This full-time role operates in a dynamic, fast-paced environment, requiring adaptability to changing market demands and organisational priorities. Occasional travel for industry events, client meetings, and partnership engagements may be required.

Key Performance Indicators (KPIs)

- **Campaign Effectiveness:** Success in achieving objectives for marketing campaigns, including increased brand awareness, customer acquisition, and retention.
- **Return on Investment (ROI):** Demonstrable growth in marketing investment returns, with a focus on cost-efficiency and revenue generation.
- **Brand Equity Growth:** Positive impact on brand perception, customer engagement, and market share expansion.
- **Lead Generation and Conversion:** Consistent achievement of lead generation targets and improved conversion rates through effective marketing strategies.
- **Team Performance and Development:** Ongoing development of the marketing team, demonstrated by improved skills, performance metrics, and internal promotions.

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Trendie

Company Values and Culture

At Trendie, we pride ourselves on a culture of creativity, collaboration, and accountability. As a Marketing Manager, you are expected to exemplify these values by driving innovative marketing strategies, fostering teamwork, and achieving outstanding results. Your leadership will be instrumental in shaping the future success of our brand.

Career Path

The Marketing Manager role offers significant opportunities for career progression. High performers may advance to senior marketing roles such as Senior Marketing Manager, Director of Marketing, or Vice President of Marketing, with further growth potential in executive-level strategic leadership positions within the organisation.

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