
Job Specification: Marketing Manager
Company: Digitary
Date: November 2018



Marketing Manager

With offices in Melbourne and Dublin and an emerging Northern American, Indian and Chinese market, Digitary helps over 80 Higher Education providers around the world to securely certify their academic qualifications online. Our technology secures the achievements of millions of students and graduates and our platform been used by employers and recruiters in over 50 countries.

Digitary's annual income has grown tenfold in the past five years and we have recently secured a significant investment to take the business to the next level and need to rapidly expand our capability and capacity. The executive roles are opportunities for individuals to come together as a team to shape, drive and lead Digitary through this exciting transformation.

At Digitary, we pride ourselves on a positive company culture and working environment. By working at Digitary you will get an opportunity to work with our highly talented international team and be part of our exciting growth story as we continue to transform the way people's qualifications are certified and used around the world.

About The Role

Digitary has been the quiet achiever, but now it is time to take our message to the world. We are looking for a seasoned marketing professional that can help us build our brand, attend the right events and to successfully tell our story.

Your responsibilities will include:

- Build and execute a targeted communications strategy that will help us tell our story and increase brand awareness and affinity.
- Research, plan and develop comprehensive announcement plans, and where relevant, engaging PR agencies to ensure thoughtful and successful execution.
- Drive media relations, including building relationships with journalists and key influencers, as well as developing and pitching stories across the education and tech space.
- Create PR messaging and materials, including press releases, blog posts and keynote presentations to support announcements, campaigns, and speaking engagements, as needed.
- Sales collateral creation, and management and ownership of central asset repository.
- Assess our current internal communications, then recommend and implement tools and techniques to improve.
- Company website refinement and management.
- Creating an effective digital content strategy to reach out to our audience and create engagement and excitement around the Digitary brand.
- Organise Digitary's presence at conferences as well as designing and managing participation requirements, information to support advisory councils, networking forums etc.

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- Oversee the production of all promotional materials and marketing campaigns. Report marketing and sales results to senior to senior executives

Mandatory education/skills/experience

- At least six years of experience in a Senior Marketing role
- Experience implementing a PR strategy.
- Experience in digital marketing using content to drive awareness.
- Strong attention to detail and a rigorous focus on delivering quality output.
- Excellent communication and collaboration skills.
- Minimum of a bachelor's degree or equivalent in Marketing.
- You must have the right to live and work in Australia to be considered for this position.

Desired skills/experience

- Experience with Higher Education / Government sectors.