



Example of Marketing Graduate Job Description

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Our company is looking to fill the role of marketing graduate. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for marketing graduate

- Assist in providing gathering market information, voice of customer and mapping customer experience, which will be used to drive
- Deliver key storylines to both the field (as part of enablement) and customers
- Work closely with the design studio and members of the customer marketing team to assist with the preparation and implementation of project briefs, print quotes and print jobs
- Liaise with internal and external clients to implement straightforward end-to-end communication projects
- Partner with designers and develop visual solutions to communication challenges
- Manage a variety of tools across a variety of channels including digital and print
- Utilise strong and creative writing, editing and peer reviews across a range of media
- Help and lead with the production of marketing collateral including brochures, presentations, case studies, promotional items and campaign material
- Manage and help support a range of business events
- Managing and coordinating external suppliers including design agencies, photographers, printers, and developers to determine the most cost effective route to produce desired results

Qualifications for marketing graduate

- Work with the Loyalty Marketing Manager and support customer journey plans
- Have Australian/NZ citizenship or Permanent Residency
- Proven B2B experience in a Marketing role (minimum 1/2 years)
- Excellent copy-writing and editing/proof reading skills with experience in delivering copy for a variety of platforms (email marketing, website content management and CRM systems) that drives readership, engagement and conversation
- In depth social media and digital experience