



KUSTOM TIMBER

CAMPAIGN MANAGER

JOB DESCRIPTION

About the job

Kustom Timber is an independently owned & run architecturally designed timber flooring company and we are looking to expand. Our core values are innovation, honesty, respect, trust and collaboration. We are people focused (our team, partners and clients) and love to learn and grow.

Kustom Timber

A brilliant opportunity exists to join our marketing team. We are looking for an experienced Marketing professional to join Kustom Timber.

The marketing function is critical for the ongoing success of Kustom Timber, and related companies. The best marketing is what drives our events, artists and brands.

The Campaign Manager will be responsible for implementing campaigns across the Kustom Timber businesses with the aim of optimising and maximising the set goals and results.

The Campaign Manager will handle campaigns from the strategy stage to the reporting stage at the end of a campaign, and be measured against the success of that campaign.



Key Accountabilities for this role include:

- Reporting to the director with the overall Marketing strategy and campaigns
- Reporting to the director with the strategy and roll out plan for a campaign
- Creating briefs for Content Creators - Graphic Designers, Web Developers, Photographers, Videographers, Influencer Marketing
- Creative copywriting skills - from event and artist bios to posts on our Facebook regarding a campaign
- Implement, manage and monitor campaigns - Managing sales momentum
- Campaign Reports, Results & Metrics
- Digital Marketing - Facebook Ads Manager is a must. Google, Tiktok, Pinterest are a bonus
- Optimising campaigns to ensure benchmarks and KPIs are met
- Assessing sales regularly - Reacting & acting to ensure optimum sales, ROI and KPIs are met or exceeded
- EDMs through Hubspot - audience management, template creation, monitoring and reporting
- Posting on social media accounts for a campaign - Facebook, Instagram, TikTok, LinkedIn, Pinterest
- Basic website updates - updating content and copy on our websites via WordPress
- Dealing with Kustom Timber partners including but not limited to – Ambassadors, collaborators, architects, designers
- Ensuring understanding, accountability and actions/ timelines and milestones are implemented on all marketing plans with all appropriate partners and staff including but not limited to:
 - Ambassadors
 - Collaborators
 - Architects
 - Designers
 - Other key internal



Skills Knowledge and Experience Required:

- Enjoys a fast-paced, agile environment
- Organisation
- Time management
- Communication skills
- Good attention to detail
- Hard working
- Good communicator
- Personable/bubbly/friendly
- Efficient
- Thorough
- Patient
- Polite and Courteous
- Marketing Degree or similar
- Minimum 4 year's experience in a similar Marketing role

Technology:

- Facebook
- Instagram
- Facebook Ads Manager/Business Manager
- Youtube (organic posting)
- Google Docs/Google Sheets
- Proficient in WordPress

Bonuses:

- Google Ads
- Youtube Ads
- TikTok - organic and paid
- Adobe
- PremierPro
- Webflow

We're looking to fill this role immediately, so appropriate applicants, please hit the apply button and send through your CV.

At Kustom Timber, we consider ourselves a family. We encourage people of all backgrounds, cultures, perspectives and even music tastes to apply in order to make our family as diversified and vibrant as possible, which in turn strengthens our team.

Good to know:

- Full-time permanent position.
- Monday to Friday, 9am–5pm.
- Working from home flexibility.
- Office locations Mornington and South Yarra.

