



Campaign Manager: Sydney

Technology is literally changing the world around us and yes, some people tend to focus on why that change is bad – it makes us uncomfortable, it breaks our status quo, it feeds our uncertainty – but at Orchard we choose to see it differently. Technology can make lives better. It can make businesses better, brands better and experiences better. It can be the change we want to see in the world.

Which is why we, at Orchard, rally around a single purpose: to *invent better outcomes* through creativity and technology. Those better outcomes can only exist in the context of people irrespective of if we label them users, customers, patients, clients or even staff.

- Join a dynamic and growing creative technology agency
- Based in Pymont, Sydney and New York
- Working with blue chip brands to disrupt industries

The Opportunity

We're currently on the lookout for a talented Campaign Manager to join our team. This is a new role we have created to meet our client's need for best practice email campaigns. You'll be involved every step of the way, from the initial client brief through to planning client campaigns, briefing in the writers, designers and developers and then the nuts and bolts of setting up and managing email campaigns.

Orchard offers a great working environment, all the frills and perks you'd expect from an agency and the necessary support & structured training you need to become a rock star guru.

Key Function

The Campaign Manager works with the Project Management and Account Direction teams to deliver digital projects to our clients.

Responsibilities & requirements

- Manage multiple email (and sometimes SMS) campaigns across a range of marketing automation platforms (such as Adobe, Marketo and Campaign Monitor)
- Work with clients to plan their campaigns, recommending the optimal timings and frequency to get the best results from their campaigns
- Document campaign plans and project scopes
- Work collaboratively with internal teams to ensure the best solution is offered.
- Book and brief the internal teams (writers, designers and developers) to develop the assets for your campaigns
- Continually research best practice in marketing automation and champion this within Orchard
- Set up and manage campaigns, including testing and proofing, setting up email tracks, dispatch and reporting
- Segment audiences and optimise client campaigns to increase effectiveness

www.orchard.com.au

<http://www.linkedin.com/company/orchard-marketing>



- Recommend changes to future campaigns based on reporting and insights
- Must have excellent client-facing and internal communication skills
- Seek opportunities for improvements and suggest new projects to the account team and clients
- Strong experience, understanding and interest in marketing automation
- Hands on experience with marketing automation software and email testing platforms
- Show a strong commitment to the Company's core values (Integrity, Collaboration and Curiosity)
- Embrace and respect the Company's community & environmental responsibilities.
- We not me
- Applicants MUST have the right to work within Australia

If you feel like this is the right job for you then please email your CV (do people still have CVs?) or LinkedIn profile to hello@orchard.com.au and we will arrange a soy latte for a chat.

A little about Orchard

We are a technology and creative agency who fuse art and technology to invent better outcomes for business and brands. We work with a number of leading client brands such as Hyundai, Electrolux, Asaleo, BT, Zoetis and Bayer to name a few.

Invent Better are two little words that define our big approach. It's a belief that creative technology solutions are the key to winning in today's digital age, and it's a formula that challenges us to engage with our clients in a way that encourages us all to push that little bit further every time.

It's this passion and approach that has made us one of Australia's largest marketing agencies.

Sydney | New York

Invent Better – make a difference

Please respect our desire to advertise our roles direct to market. We will no longer accept marketing calls to enquire about our positions, unsolicited CV's, forwarded profiles from LinkedIn or Facebook and reverse marketing of candidates to our HR/line managers.