

Marketing Specialist

About us

Foodbomb is an online ordering platform that aggregates wholesale food suppliers into a single site, where hospitality venues can search, compare and order products.

The wholesale ordering platform was founded in 2017 and gives NSW & Victorian venues the ability to search 50,000 products from 13 categories including meat, fruit & veg, seafood, poultry, dry goods, smallgoods, bakery and more. Free to use, with no commitment and free next day delivery, Foodbomb supports over 3,000 Sydney & Melbourne cafes, pubs, clubs, caterers and venues alone.

Foodbomb is the future of ordering for the foodservice business.

About the role

The Marketing Specialist role is a newly established role to help drive and execute end-to-end marketing campaigns to grow brand awareness, acquisition and retention. With clear and imminent expansion plans, Foodbomb is looking for a proactive and motivated individual who is passionate about delivering innovative marketing campaigns to a high standard. With experience coordinating marketing campaigns, this role requires a hands-on generalist marketer looking for their next professional challenge.

Supporting the marketing team, this role will initially be responsible for multi-channel campaign management, email and content creation, social media content and community engagement, coordination of creative assets and website content management.

Not afraid to provide recommendations and opinions, we're on the hunt for a detail-orientated, data-driven marketing gun who is keen to learn and can help support a small but growing marketing team.

Accountabilities and responsibilities

Reporting to the Senior Marketing Manager, this role is responsible for:

- End-to-end campaign management to help drive customer acquisition, engagement and retention
- Copywriting and content development across offline and online channels, including Foodbomb's website, blog and social media channels
- Build, edit and deploy email campaigns to drive customer engagement
- Website content management and development of new content to help drive SEO improvements
- Coordination and community management of Foodbomb's social media channels
- Support the development and production of marketing collateral, creative assets and integrated content
- Coordinate and deliver assets for sponsorships, events and exhibitions
- Provide monthly campaign and competitor reporting and recommendations
- Assist in coordinating third-party agencies, ensuring there is alignment with the overall Foodbomb marketing strategy and that the highest quality services are delivered
- Assist in managing stakeholders both internally and externally
- Be a custodian of the Foodbomb brand, ensuring that all creative assets adhere to Foodbomb brand guidelines
- Support the Marketing team and wider Foodbomb team with ad hoc marketing activities

About you

- You have at a 2-3 years of broad marketing experience
- Are a collaborative and proactive team player with exceptional communication and stakeholder management skills
- Experience using a CRM and CMS
- Comfortable managing website content, building emails and managing social media channels
- Experience in briefing and managing the creative development process
- Data-driven, analytical and can critically assess reporting
- Curious, resilient and motivated individual, not easily deterred by challenges
- Strong prioritisation and time management skills - you are able to direct and reorganise your workload based on changing priorities
- Design and video editing skills are a bonus

Want to apply? Send your CV and a brief email to careers@foodbomb.com.au