

## Product Marketing Executive – Job Profile

Datamine, Level 15, 127 Creek Street, Brisbane

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Datamine is looking for an experienced Product Marketing Manager to work with the Product and Marketing departments in centralising and delivering strategic campaigns.

The successful applicant will take ownership of the products they are responsible for and work with key technical stakeholders to deliver timely, impactful and engaging campaigns to our customers.

Responsibilities of this role include product marketing strategy development, collateral and content creation and updates, and working with regional teams to deliver central resources in order to enable sales and consulting teams. This role will be a critical factor for the smooth operation of the Marketing department and the attainment of its goals, as well as for the long-term growth of the company.

This role is based in our Brisbane CBD office and would be ideal for a marketer with some experience under their belt looking to take on a challenge, with a diverse product portfolio and within an international organisation. The role is a full time contract, reporting to the Global Marketing Manager in Brisbane.

### Responsibilities

- Collaborate with relevant stakeholders to create and implement various digital campaigns and/or events and monitoring its success through analytics
- Compose and post content on the company's social media accounts
- Design and edit graphics, written and video content to support marketing campaigns
- Website (Wordpress) updates, blog content creation and content management
- Collaborating with local and international team members in technical roles (Geology, Engineering, Software Development) to ensure high standards and accuracy of content

### Skills

- Strong understanding of marketing principles
- Demonstrated ability to multi-task and adhere to deadlines
- Strong verbal and written communication skills
- Ability to work in a team environment and strong interpersonal skills
- Must have basic graphic design skills and attention to detail
- Must have strong work ethic
- Good knowledge of MS Office, marketing software and online applications



## Qualifications / Requirements

- 2-5 years experience in a tech / SaaS environment in Product Marketing, within the resources industry a pro but not essential
- A Bachelor degree in Marketing, Communications or Business

## About Datamine

Datamine is the world's leading provider of technology to seamlessly plan and manage mining operations. With operations in twenty countries, Datamine provides solutions spanning exploration, resource modelling, mine planning, operations, logistics and marketing to over 6,000 companies worldwide. Our implementation, training and advisory services ensure customers receive industry leading support and leverage full value from their technology investment. Our team includes more than 600 employees globally and we are rapidly expanding.

## Apply:

Send your CV and cover letter to Kristy Marshall, Global Marketing Manager, at [kristy.marshall@dataminesoftware.com](mailto:kristy.marshall@dataminesoftware.com).

