

# **Events & Marketing Co-ordinator**

## **Knowledge Shop®**



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# Events & Marketing Co-ordinator | About the role

Thanks for taking the time to look a little closer at what Knowledge Shop does and the role we have available within our team.

The role of Events & Marketing Co-ordinator is an excellent opportunity for an organised and motivated person to be at the centre of a busy events and training business unit.

## Minimum requirements – the right candidate

If you are always the person who ends up organising everything on behalf of your friends, family, and colleagues (some say “control freak” we just say “forward thinking”), then you’re likely to be the person we’re after.

As a minimum, you must have:

- 2 years in event organisation
- Tertiary qualifications in a marketing related field
- Excellent organisational and time management skills
- Excellent written and verbal communication skills
- Technology literate and comfortable with IT concepts
- The ability to work under pressure and to deadlines

## To apply for this role

Please forward applications to:

### **Nadine Dulnuan**

Marketing & Experience Manager, Knowledge Shop

Email | [nadine.dulnuan@knowledgeshop.com.au](mailto:nadine.dulnuan@knowledgeshop.com.au)

Phone | 1800 800 232

## The role in detail

An incredibly busy, stimulating and diverse role primarily covering events management with involvement in marketing (acquisition, retention strategies and campaign management).

Events dominate the role with over 100 training events (face to face and online) every year. As the event go-to person, you will play an integral logistical role, bringing the events together to ensure they run smoothly. You will understand the importance of meeting deadlines, be meticulous, and comfortable juggling multiple tasks. In this role you'll need to be thinking five events ahead of time.

On the marketing side, the ability to communicate professionally (ideally you will be a grammar nut!) and have the capacity to quickly come up to speed on our digital marketing tools.

### Events

- Event administration – managing event registrations, runsheets, packing boxes, couriers, invoices, travel bookings
- Liaison point for venues, presenters and suppliers
- Event day management – on-site coordination, set up and pack down
- Post event management – market follow up, actioning attendee feedback, maximising opportunities
- Maintaining budgets and cost control
- Online training – facilitating webinars, preparing training materials, editing modules for purchase

But you will also be involved with and exposed to:

### Marketing

- Working with team members to conceptualise and initiate marketing campaigns for:
- Training events
- New member acquisition
- Internal retention marketing
- Product marketing for entities within the Easton group
- Some writing and editing of marketing copy such as monthly news updates
- Setting up and scheduling email campaigns
- Social media – manage Twitter and Facebook accounts
- Overseeing database integrity – updating Salesforce database

### Member Services

- Assisting Member Services Manager with the Help Desk and member enquiries

Plus, you may also be called to be part of multi-disciplinary teams within the broader Easton Investments company group.

We also expect all of our team members to put forward ideas and inspiration on how we might improve what we do and the results achieved.

In addition, everyone in the team works co-operatively and helps each other as required. This will also mean assisting the Member Services Manager manage the delivery of our member services, in particular our help desk and other member enquiries.

## **Salary and remuneration**

Salary is commensurate with experience and your ability to contribute to the development of the company.

## **Reporting structure**

The Events & Marketing Co-ordinator reports directly to the Marketing Manager. As a company, we have a relatively flat structure and avoid hierarchies. We promote and look for a strong team structure recognising everyone's importance and contribution. We're a small but diverse team and everyone within the company has a distinct role to play.

This role has a strong level of contact with executives and professionals within the Easton investments group of companies (our parent company).

## **Existing team members**

Knowledge Shop has a multi-disciplinary team of professional advisers, a CRM specialist, data support and mining, sales, and marketing. Everyone is a specialist within their own role and contributes to the whole.

## Knowledge Shop

Knowledge Shop is a knowledge management company specialising in professional services (tax, accounting, consulting, practice management etc). We are the ultimate support service for busy accountants and advisers through our membership, training and knowledge services.

A subsidiary of ASX listed Easton Investments, Knowledge Shop was born out of the frustration experienced by a profession trying to keep on top of an increasingly complex tax, super and regulatory environment. We help fill in those gaps.

We work with thousands of accounting firms across Australia (and their teams) providing quality services, training and resources.

Knowledge Shop works with the market in three ways:

- Transactionally – one off purchases of events and other resources
- Through our membership service – member firms have access to a full suite of services including a technical help desk, knowledge base, quarterly professional development, news alerts, client updates, etc.
- Through business partners

Training is a rapidly growing part of the business encompassing face-to-face workshops, webinars, on-demand learning management, conferences and trade shows.

We develop, produce and deliver our services in-house while keeping abreast of industry trends and the needs of our market. It's always busy!