

Events & Marketing Assistant
Knowledge Shop®



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® SHOP

Events & Marketing Assistant: 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 the Events & Marketing Assistant is an excellent opportunity for someone starting out in marketing or events, and with excellent organisational skills.

Requirements – the right candidate

If you like making everything right for clients, are always the one to make things happen, and take getting the job done personally, then we want to talk to you.

We're looking for a very organised person, upbeat but professional, and motivated. As a minimum, you must have:

- Excellent written and verbal communication skills (you need to be able to talk comfortably with our professional market)
- Stickler for detail - you're the type of person to double check to make sure it's right!
- Excellent organisational and time management skills
- Good computer skills and be comfortable with IT concepts (Salesforce experience is a bonus)
- The ability to work under pressure
- We have a preference for business/marketing/ comms degree qualified candidates

To apply for this role

Please email applications to:

Nadine Dulnuan

Marketing Manager

E-mail | careers@knowledgeshop.com.au

Phone | 1800 800 232

Knowledge Shop Pty Ltd

Knowledge Shop is a wholly owned subsidiary of Easton Investments (ASX: EAS)

The role at a glance

Role structure	Full time
Hours	Generally 8:30am to 5:30pm Event attendance to 7pm once a quarter
Salary	Commensurate with experience

The role in detail

This is predominantly an administration role - marketing is often more about getting the administration right than the pretty campaigns - but you will also have the opportunity to be a part of and work with us to create, schedule, monitor and measure campaigns and initiatives.

On the events and training side, Knowledge Shop offers face-to-face (location based), webinar and on-demand training.

Assisting with the development and production of Knowledge Shop training including:

- Setting up and scheduling customer contact sequences for an event
- Data management – registering attendees and working with Salesforce
- Managing attendee payments and invoicing
- Managing freight - Packing materials, scheduling deliveries and follow up
- Pre-event assistance: prepare name badges; compile presentations (generally Powerpoint) to bring materials up to a commercial standard
- On-site event assistance: setting up event rooms and ensuring that rooms are configured correctly; man registration desk; pack down of event
- Post-event assistance: data entry of event feedback into Salesforce; compiling attendee certificates
- Registration and customer liaison
- Working with Gotowebinar – managing attendees, setting up webinars
- Working with our on-demand system to manage attendee access
- Preparing production schedules and working with third parties (printers, mail packers, etc.,) to deliver key components of the campaign
- Working with presenters

Database management including:

- Sourcing and adding or updating data
- Selecting target markets for campaigns and preparing appropriate databases
- Managing duplicate, returned or redundant records

Member administration and support:

From time to time you may also assist the member services manager to:

- Direct member help desk queries to the right consultant
- Administer the help desk (Zendesk) and allocate enquiries to the right consultant

You will be working with:

- The marketing & events team to develop, market and produce Knowledge Shop training
- The sales manager to develop, schedule and deliver member acquisition campaigns
- The technical team and presenters to capitalise on opportunities and develop new opportunities

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.

Salary and remuneration

Salaries are commensurate with experience and your ability to contribute to the development of the company.

Reporting structure

We have a relatively flat structure and avoid hierarchies. For practical purposes you will report to the Marketing & Experience Manager but will work with other members of the marketing team, Member Services Manager and technical team members.

Existing team members

We work in a collegiate structure as our team is composed of professionals in specific fields. Our team experience consists of Marketing Communications (including digital), media and public relations, public affairs, tax and tax law, and superannuation.

About Knowledge Shop

Knowledge Shop is the adviser's adviser. We're 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 hundreds of accounting firms across Australia (and thousands of team members within professional practices) providing quality services, products, training and resources.

The Knowledge Shop membership service is our primary service to the profession. We have a great community of busy accountants who we service through:

- A help desk managing tax & accounting, superannuation, practice management, specialist advice, and business consulting queries
- Our knowledge bank of standards, working papers, and precedents
- Professional development events (every quarter in seven locations across Australia)
- Technical news and updates
- Client newsletters and updates

Our training and events area is a rapidly growing part of the business encompassing face-to-face workshops, in-house training, webinars, on-demand learning management, conferences and trade shows.

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