

## WE ARE LOOKING FOR A FULL-TIME **DIGITAL MARKETING & CAMPAIGNS EXECUTIVE**

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### WHO ARE YOU?

You are a mastermind with marketing automation and SEO.

Whilst you are a proud 'digital nerd', you also love engaging with external stakeholders.

You are a marketing Swiss army knife who can juggle different projects at once.

#### SOUNDS LIKE YOU SO FAR? GREAT!

We are looking for a Digital Marketing & Campaigns Executive that will fill a key role on the Beulah team by effectively generating inbound sales leads.

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## LET'S DIG A LITTLE DEEPER TO FIND OUT IF YOU'VE GOT WHAT WE'RE LOOKING FOR.

Key responsibilities of the role will include:

- Analysing CRM data and identifying key trends, characteristics and behaviours of customers and potential customers
  - Planning and executing multi-pronged digital strategies that effectively target and influence potential customers
  - Setting up marketing automation flows via EDMs and other communication and advertising platforms
  - Setting up all back-end SEO and SEM settings to optimise visibility of our corporate website and project websites and executing on strategies to drive potential customers to these sites
  - Collaborating with agencies and creatives to coordinate and roll-out amazing "wow" events, campaigns and other activation ideas
  - Assisting with the coordination of display suite set-up and styling
  - Assisting with the coordination of agencies and creatives to put together various marketing collateral
  - Help manage the marketing budget like it's your own bank account and ensuring that every dollar spent results in the maximum impact on sales leads
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## WHAT ELSE DO YOU NEED TO HAVE?

### YOUR SUPER POWERS

We are looking for someone who:

- Is highly skilled in digital marketing and able to drive traffic to our websites and listings
- Loves data and drilling down into the detail to extract valuable insights
- Is happy to roll up their sleeves to get the job done no matter how big or small
- Has a collaborative personality and able to manage and coordinate external agencies and suppliers effectively
- Is highly organised and able to thrive in a fast-paced environment
- Knows how to manage a budget
- Is a team player and loves supporting others for 'the greater good'
- Is a life-long-learner who loves to stay current with industry trends and technologies.

### YOUR SKILLS & EXPERIENCE

In addition, we are looking for someone who has a proven track-record in the industry – someone who:

- Is ideally qualified with a tertiary degree in Marketing, PR or a related field
  - Has had at least 3 years of digital marketing experience and is comfortable working with Google Analytics, Google Search Console, Google Tag Managers and other common reporting and keyword/domain profiling tools
  - Preferably has had experience working with Property Base or Salesforce CRMs
  - Also has broader marketing experience in project managing events, activations, campaigns and print
  - Has established networks and industry contacts (eg brands, sponsors, event organisers, Media, PR, creative contractors and other suppliers)
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**WE WANT TO HEAR FROM DIGITAL MARKETING & CAMPAIGNS EXECUTIVES THAT DO NOT WANT TO WORK FOR AN ORDINARY PROPERTY DEVELOPER.**

**WE CHALLENGE THE STATUS QUO, INNOVATE, AND MOST IMPORTANTLY; DELIVER EXCEPTIONAL QUALITY PROJECTS THAT ALIGN WITH THE COMMUNITIES THAT SURROUND THEM.**

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IF THIS SOUNDS LIKE YOU AND  
YOUR PERFECT ROLE, PLEASE GET  
IN TOUCH WITH US TODAY.

**SEND US YOUR CV & COVER LETTER IN PDF FORMAT OUTLINING  
WHAT YOU THINK YOU CAN BRING TO THE TEAM TO:**

**[PEOPLE@BEULAHINTERNATIONAL.COM](mailto:PEOPLE@BEULAHINTERNATIONAL.COM)**

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**WE HOPE TO HEAR FROM YOU SOON!**