



# GREAT DANE

## Marketing Assistant

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**POSITION TITLE:** Marketing Assistant (Full-time/Part-time)

**REPORTS TO:** Marketing Manager & Creative Director

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**POSITION:**

- Great Dane is Australia’s eminent purveyor, master, and collector of Luxury Scandinavian furniture. Founded in Melbourne in 2002, our unbridled passion for timeless Scandinavian design has seen us establish an inimitable reputation for quality, service, craftsmanship and knowledge. At Great Dane, we are committed to ensuring that the precision and restrained beauty of Scandinavian design is upheld at all times and these qualities are represented through every aspect of our business.

As part of the Great Dane Marketing team, the chosen candidate will be working closely with the Brand and Marketing Manager and Creative Director part-time based at our Melbourne showroom and office in Fitzroy. The role embraces an organised creative who is able to produce engaging content and bring compelling stories to life for marketing purposes. A working understanding of social media and major networks is required, as is a sense of curiosity and a “can-do” attitude. The successful candidate will be a thoughtful communicator who is interested in coming up with creative ways to further support our makers and designers online. They must be a multitasker who is able to handle many diverse projects at once, enjoy a fast-paced working environment and meet tight deadlines.

**KEY RESPONSIBILITIES and OUTCOMES:**

- Assistance in the management of social channels to increase brand awareness, drive traffic, and obtain leads
- Assistance in content creation - video, photography, and photo editing
- Assistance in the refinement of current content housing and systems
- Assistance in the coordination and execution of internal and external media-based communication functions. This includes, but is not limited to, website copy, newsletters and reporting
- Assistance in email newsletter creation and management

**WHAT WE NEED FROM YOU:**

- A passion for furniture and design

- Social media experience
- Experienced user of the Adobe Creative Suite
- Excellent communication and demonstrated writing skills
- Experience in using social media scheduling tools - such as Facebook Business Manager or Sked Social
- Strong planning and organisational skills
- Proficiency in collaboration tools like Google Drive, SharePoint
- Experience working autonomously and leading independent initiatives
- Ability to communicate ideas and content decisions effectively
- You love accuracy and have great attention to detail ensuring you meet your own high standards
- Coming into work with a positive and respectful approach to your colleagues and our clients
- Working collaboratively with your colleagues and enjoy being a part of the team's achievements