

   SALTWATER WINE SURF CENTRES STORMRIDERS SURF & SKATE CO. RED HERRING YOUR CO. IS OURS BOARD COLLECTIVE	POSITION DESCRIPTION MARKETING ASSISTANT
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Department:	Head Office	Award:	General Retail Industry Award 2020
Reports To:	Marketing Manager	Location:	Port Macquarie

About the Position

Board Collective is a multi-brand retail group operating across three distinct businesses: Red Herring (TAS), Saltwater Wine (NSW), and Storm Riders (NSW & TAS). Each brand has its own identity and audience, spanning lifestyle, surf, and skate culture, but all are united by a focus on strong product, community, and authentic brand storytelling.

We are a fast-moving, creative environment where marketing plays a central role in driving both brand and commercial outcomes across retail and eCommerce.

We're looking for a Marketing Assistant to support the execution of marketing activity across all brands within Board Collective.

This is a part-time role (3 days per week), with the opportunity to grow into a full-time position as the business and role evolve.

Primary Purpose:

To assist with the strategic development and execution of the company's marketing efforts, ensuring alignment with organisational goals and driving business growth through effective management of content creation, marketing admin, and promotional activity.

Key Relationships:

Internal:	<ul style="list-style-type: none"> ● Group Marketing Manager ● E-commerce & Systems Manager ● E-commerce Coordinator ● Brand & Product Team ● Sales & Operations Manager ● Store Managers & Shop staff
External:	<ul style="list-style-type: none"> ● Supply partners Sales representatives ● Supply partners Marketing department ● Brand POS Merchandisers

Key Responsibilities & Duties:

Team Management

- Collaborate with the Group Marketing Manager to ensure seamless coordination and execution of marketing initiatives across all channels.

Media Marketing

Social Media:

1. Create and post content across relevant social media platforms according to the Content Calendar you will manage.
2. Develop and execute social media strategies to enhance brand visibility and engagement.
3. Create promotions in line with the Marketing Calendar
4. Respond to customer queries and feedback promptly and professionally.
5. Source lifestyle content for use across all social media platforms, including Pinterest uploads.
6. Ensure social media sites accurately represent the Company's offerings.

Company Websites

Content Management:

1. Support in updating website content & merching products as required in collaboration with the Brand & Product Team.
2. Assist in Ecommerce & Lifestyle photoshoots

Blogs:

1. Assist with search engine optimisation by creating blog content designed to improve organic visibility, keyword rankings and on-site engagement.

Loyalty program

1. Assist in managing the loyalty program by helping deliver monthly giveaways, coordinate with brand partners, and execute campaigns across in-store POS, Klaviyo pop-ups and social media platforms.

Instore Sales Promotions

1. Assist in the development and implementation of in-store sales promotions.
2. Source and distribute promotional products.
3. Design supporting material including posters and flyers.

Internal Communications

1. Create a monthly internal newsletter sourcing content as agreed.
2. Collate content including updates, performance highlights, and key announcements across stores.

Communication

1. Communicate with management, suppliers and vendors in an appropriate and professional manner representing the Company's best interests in all communication.

2. Ensure that all marketing initiatives are documented and communicated internally clearly and concisely.
3. Attend meetings as required.

Events & Activations

Working with internal and external stakeholders to create engaging consumer facing events and in store activations.

1. Assist with events and activations both in store and off site.
2. Communicate across internal and external stakeholders.
3. Create supporting material including posters and flyers where necessary.
4. Source and distribute promotional materials and products to maximise impact and exposure.

Other Responsibilities & Duties

Other tasks may be assigned from time to time which contribute to the overall success of the company, including projects such as managing the integration of acquisitions and new stores into the business structure.

Occupational Health & Safety

1. Ensure a safe workplace by regularly monitoring work areas for potential hazards.
2. Discuss OH&S issues with Sales & Operations Manager where necessary.

General

1. Responsible for maintaining a clean, tidy and safe working environment at all times.
2. Ensure a safe workplace by regularly monitoring work areas for potential hazards, raising any concerns with the relevant person.
3. Perform additional duties as directed.

Personal Competencies:	<ul style="list-style-type: none"> • Creative with an interest in social media, content, and retail marketing. • Graphic content creation experience (i.e canva, adobe). • Strong written and verbal communication skills. • Comfortable working across multiple brands and projects at once. • Proactive and willing to take initiative. • Competent story teller, with a sales and customer focused approach. • Strong team player who demonstrates urgency and honesty. • Attention to detail - planned and organised with adherence to processes. • Behaviour consistent with Wilson Retail P/L values. • Familiarity with platforms such as Meta Business Suite, TikTok, Canva, Shopify, or Klaviyo is beneficial.
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