



PARTNERS
WEALTH GROUP

Job Description

Events & Marketing Coordinator

About PWG

At Partners Wealth Group (PWG) we are proud of our dynamic culture. We have and will continue to invest a lot in our people, systems and facilities and have seen exciting growth in all areas to make us one of Australia's leading providers of business and financial advisory services for high-net-worth individuals, business owners and organisations.

Our Purpose

Partners Wealth Group is a diversified wealth management business that delivers tailored, innovative wealth solutions to help clients achieve their financial and lifestyle goals. We've been built on a strong foundation of personalised advice and collaboration. We have experienced impressive growth over the last few years, through our unique positioning in being able to provide clients and referral partners with a seamless broad-based service offering which meets their financial and business needs – whether it be a financial advice, superannuation, legal, estate planning or lending matters. Our genuine belief in collaboration is at the heart of our philosophy of being stronger together and is encapsulated in our logo design of three geese flying together in formation, representing our clients, our partners and ourselves working together for better outcomes.

Position Summary

Working within the Partners Wealth Group Marketing team, the Events & Marketing Coordinator will work across a wide range of events and general marketing activities, as well as support digital, social media, and email campaigns as required.

Suits a pro-active, flexible and results focussed person who enjoys building relationships with stakeholders across the business, as well as our business partners. Working in a small team with a fun and engaging culture, you're proactive in engaging the people around you and thrive in a collaborative team-oriented environment, where you will be required to manage multiple priorities in a fast-paced business.

Key Responsibilities and Tasks

Work closely with the Head of Marketing and other senior stakeholders to:

- Coordination and execution of client events, conferences and webinars to a high standard, including venue research and liaison, managing invitations and RSVPs, liaising with presenters, and onsite event management.
- Manage graphic design and production of marketing collateral, invitations, digital banners, email campaigns, client pitch presentations and other materials, and coordinating internal reviews and approvals.
- Create content for website, blogs and social media channels, monitoring and optimising performance.
- Coordinate the development, approval and sending of eDMs, newsletters and 1:1 client communications
- Data entry and analysis, and reporting key success metrics.
- Liaison between marketing and business stakeholders.
- Coordinate payment of marketing invoices to ensure timely processing of accounts.
- Provide regular updates to key internal stakeholders on outgoing communications and digital activities.
- Assist with day-to-day requirements to support the Head of Marketing and other senior leaders.



PARTNERS

WEALTH GROUP

Education Requirements

- At least 3-5 years experience across event management, content development, communications and digital within a dynamic marketing department (financial services knowledge an advantage).
- A degree in Marketing, Communications or related field.

Experience Requirements

- Strong event coordination / management experience
- Graphic design background, or experience using programs in the Adobe Creative suite such as Illustrator or Indesign.
- Working knowledge of marketing automation software such as HubSpot.
- Experience with email marketing tools, and website CMS tools
- Knowledge of applying and optimising SEM, SEO, social media and lead generation strategies through digital channels.
- Effective interpersonal and communication skills (written & verbal) and a team player.
- Demonstrable creative flair.
- Attention to detail, along with excellent organisational and time management skills.

Preferred Skills

- Keen interest in digital and knowledge of SEO and digital platforms
- Ability to organise high quality internal and external events
- Good knowledge of MS Office Suite (Incl. Word, PowerPoint, Excel, Outlook), and Adobe Creative Suite
- Creativity and strong writing skills
- Ability to work autonomously and as part of a team
- Financial services knowledge an advantage!

Our Culture

Partners Wealth Group have been recognised in the Top 10 AFR BOSS Best Places to Work Awards in 2022, and is a Certified Great Places to Work.

- Fast paced and client focused
- Accelerated Training & Development
- Genuine and friendly team environment
- Great office space; and
- Good social network

Reports to

Head of Marketing