



Job Ad

## Marketing Assistant

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TRAction Fintech Pty Ltd

## About the Company

TRAction is a leading company in the global Regtech industry providing regulatory trade reporting solutions and services to businesses dealing in OTC derivatives and other financial products requiring transaction reporting. We support hundreds of clients across the world to meet their regulatory reporting obligations under ESMA, the FCA, ASIC, MAS and more. We are an innovative company with a diverse team of driven professionals steering TRAction's successful and continued expansion.

Join us to work alongside a highly experienced and vibrant team, access opportunities for career growth and further training, gain experience liaising with global clientele, and develop invaluable skills within both the finance and rapidly expanding Regtech industry.

Location: Sydney

Full-time

## About the Role - Marketing Assistant

The primary purpose of this role is to support the work of the Marketing Co-ordinator on all projects directed to grow the presence, brand awareness and prestige of the Company by developing sales strategies and marketing campaigns.

<b><u>Primary Responsibilities</u></b>	
<b>Task</b>	<b>Description</b>
Website maintenance	<ul style="list-style-type: none"> <li>• Assist in the design and management of our website</li> <li>• Maintain and update company website.</li> <li>• Ensure copy across website is up to date and free from errors.</li> <li>• Monitor website performance across all browsers and devices.</li> <li>• Ensure website and individual plugins are updated.</li> <li>• Address and resolve errors in SEMrush and Google Search Console.</li> <li>• Using website analytics to ascertain the relative effectiveness of ongoing campaigns and understand the way users interact with the site.</li> </ul>
Social media/Marketing	<ul style="list-style-type: none"> <li>• Draft social media copy for review by Marketing Coordinator.</li> <li>• Post on all social media accounts.</li> <li>• Maintain and update social media pages where necessary.</li> <li>• Helping to identify marketing trends and key opportunities for innovation.</li> <li>• Work with the sales team to develop and maintain databases.</li> <li>• Compiling and distributing information such as website and social media analytics.</li> <li>• Monitoring social media accounts and creating content.</li> </ul>

Email Direct Marketing (EDM)	<ul style="list-style-type: none"> <li>• Draft and create email marketing campaigns.</li> <li>• Ensure design and layouts of emails are optimised, user and mobile-friendly.</li> <li>• Create and proof-read email-optimised copy.</li> <li>• Maintain and update email database.</li> <li>• Contributing ideas to marketing campaigns.</li> </ul>
Paid Advertising	<ul style="list-style-type: none"> <li>• Execute paid digital campaigns on Google Ads, LinkedIn and other platforms as directed by the Marketing Coordinator.</li> <li>• Implement audience targeting.</li> <li>• Create compelling ad copy and assets.</li> </ul>
Search Engine Optimisation and Marketing (SEO/SEM)	<ul style="list-style-type: none"> <li>• Prepare and/or review content for blogs, the website and social media accounts.</li> <li>• Implement SEO campaigns.</li> </ul>
Other tasks	<ul style="list-style-type: none"> <li>• Organising presentations and events.</li> <li>• Collaborating with the marketing team, internal teams, clients and partners on marketing strategy.</li> </ul>

## The Successful Applicant

We are looking for a Marketing Assistant to work within a close-knit team, be eager to learn and grow with the company, with **some or all** the following skills and qualifications:

### Skills and Qualifications

- Experience as a marketing assistant.
- High School Certificate; relevant qualifications
- Good understanding of marketing principles.
- Strong attention to detail, written, and verbal communication skills.
- Knowledge of computer and marketing applications (MS Office, Mailchimp, Canva, Google analytics, SEMrush, Google Adwords etc.)
- Creative skills, including writing, graphic design, and video editing.
- Eagerness to develop new skills and continuously learn and improve.
- Ability to multi-task and adhere to deadlines.
- The ability to analyse data and spot trends.
- Good teamworking skills.

## What's on Offer

- Full time role
- Competitive salary
- Great working environment with a diverse and inclusive team
- Excellent entry into the financial services and regulatory technology sectors