



Position Description – Marketing Executive

DIVISION & TEAM	Marketing People & Brand	REPORTS TO	Head of Marketing (or any other position as determined and advised by JSCL)
BAND	F		
FUNCTIONAL RELATIONSHIPS	<i>INTERNAL</i> • <i>MADCAP GTM LEAD</i> • <i>MADCAP TEAM</i> • <i>CUSTOMER/SALES TEAM</i> • <i>MARKETING</i> • <i>BUSINESS LEADERSHIP TEAMS</i> • <i>DESIGN TEAM</i> • <i>COMMUNICATIONS</i>	<i>EXTERNAL</i> • <i>STAKEHOLDERS</i> • <i>CLIENTS & CUSTOMERS</i> • <i>PARTNERS</i> • <i>INDUSTRY / INFLUENCERS</i>	
DOES THIS ROLE HAVE DELEGATED AUTHORITY?	NO	IF YES, DELEGATED AUTHORITY AMOUNT	N/A

ROLE PURPOSE

- Deliver marketing activities (including events) that build MADCAP's brand, market presence, and growth.
- Create compelling content and campaigns that engage target customers and prospects.
- Manage digital channels, marketing systems, and customer communications.
- Provide marketing insights and reporting to support business decisions.
- Partner with internal teams and customers to drive engagement, retention, and revenue opportunities.

1. KEY ACCOUNTABILITIES & EXPECTATIONS

Marketing Campaign Delivery

- Execute marketing campaigns aligned with business and go-to-market objectives.
- Coordinate delivery of marketing activities across email, social media, website, events, webinars, and other channels.
- Support lead generation and customer engagement initiatives through effective campaign execution.
- Work with internal stakeholders to ensure marketing activities align with business priorities and customer needs.
- Support participation in industry events, conferences, customer forums, webinars, and trade shows as required.
- Assist with market and competitor research to identify opportunities and support marketing planning.

Content and Customer Engagement

- Create and publish engaging content across a range of channels including email, website, social media, customer communications, and marketing collateral.
- Develop customer success stories, case studies, testimonials, and video content that showcase the value of MADCAP solutions.
- Translate complex supply chain and technology concepts into clear, customer-focused messaging.
- Coordinate customer communications including newsletters, surveys, and ongoing engagement activities.
- Maintain brand consistency across all marketing assets and communications.

Digital Marketing and Marketing Operations

- Maintain and update website content to ensure accuracy, relevance, and alignment with brand standards.
- Manage marketing activities within HubSpot including database administration, segmentation, workflows, and campaign execution.
- Support marketing automation and lead nurturing activities.
- Ensure customer and prospect data is maintained accurately and in accordance with best practice.
- Support digital marketing initiatives that improve engagement, lead generation, and customer experience.

Analytics and Market Insights

- Monitor and report on campaign performance using HubSpot, Google Analytics, and other reporting tools.
- Track key marketing metrics and provide insights and recommendations to improve performance.
- Monitor competitor activity, market trends, and customer feedback to support marketing decisions.
- Contribute to regular reporting on campaign outcomes, customer engagement, and marketing effectiveness.

Jade Core Operating Principles

- **CUSTOMER LED**

We focus on what matters most to our customers and measure success by the outcomes we help them achieve - not just the work we deliver.

- We are curious to understand our customers context.
- We earn trust by delivering value, not just software.
- We understand value, growth and satisfaction are interlinked.

- **AUDACIOUS TOGETHER**

We work as one team to challenge the status quo and find better ways. We are bold in our thinking and honest with each other to lift performance.

- We speak up, because better ideas come from honest dialogue.
- We say no to settling, we back ourselves to go big.
- We move at pace, we decide and then commit as one.

- **DEPENDABLE BY DEFAULT**

We take ownership and follow through. We deliver what we say we will, and build trust through consistent, reliable execution.

- We own the outcomes not just the tasks.
 - We show-up with a 'can-do' attitude.
 - We mind the gaps and help each other to find a way through.
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Personal Development

- You have an established training and development plan, in consultation with your People Leader and you commit to delivering against it each year.
 - You engage in regular development conversations with your People Leader and actively work on areas of your development.
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Safety & Wellness

- You actively participate in and support safety and wellness initiatives.
 - You understand and comply with our safety and wellness policies and procedures including emergency procedures.
 - Report all accidents and incidents, including discomfort and near misses promptly.
 - You keep your work area tidy and clear of clutter and hazards.
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Other duties as may be reasonably required from time to time.

2. PERSON SPECIFICATION

	ESSENTIAL	PREFERRED/DESIRABLE
Education/Training	Tertiary qualification in Marketing, Communications, Business, Commerce, or a related discipline.	
Experience/Knowledge/Skills	3 years' experience in a marketing role, preferably within technology, SaaS, agritech, or another B2B environment. - Experience coordinating and delivering marketing campaigns across multiple channels. - Strong written and verbal communication skills. - Ability to create engaging content for a range of audiences and channels. - Experience using HubSpot, CRM, or marketing automation platforms. - Experience using Google Analytics or similar reporting tools. - Strong organisational skills with the ability to manage multiple activities and deadlines. - Ability to analyse marketing performance and identify opportunities for improvement. - Collaborative approach with strong stakeholder relationship skills. - Proficiency in Microsoft Office and digital marketing tools.	- Experience within dairy, food production, agritech, supply chain, or technology industries. - Experience creating visual, video, or digital content using Canva, Adobe Creative Suite, or similar platforms. - Understanding of SEO, email marketing, lead nurturing, and customer journey principles. - Experience supporting international marketing activities. - Knowledge of marketing analytics, campaign optimisation, and customer engagement best practice.