

# Marketing Officer

## Unique Opportunity in Ballarat



This is your opportunity to work with one of Ballarat's employers of choice in the position of Marketing Officer (0.8 EFT or full time). This person will be responsible for co-ordinating and delivering marketing activities for UFS Dispensaries, Cherub Cards & Gifts and Peace and Quiet.

Reporting to the Business Development Manager, this position is responsible for:

- Researching, writing, developing and proofing advertising copy, submissions and press release material
- Purchasing advertising space and liaising with media representatives
- Delivering an annual advertising and promotions schedule
- Co-ordinating direct mail projects
- Updating web content and site management
- Providing briefs, copy and visuals to graphic designers
- Assessing community sponsorship requests
- Undertaking sales analysis and cost-benefit reports
- Providing support for a variety of general marketing functions including to the Business Development Manager.

### Key Qualifications & Competencies Required:

The successful applicant will be a competent writer who is able to document text efficiently for advertising, communications and reports. Highly organised with the ability to work to strict deadlines, the applicant will be computer savvy with experience in web content management, demonstrated initiative, able to work productively and with proven ability to maintain excellent relationships.

Proven marketing and/or communications experience is essential with relevant qualifications preferred. For a position description please contact Tania Britt on (03) 5327 7771 or [taniabritt@ufs.com.au](mailto:taniabritt@ufs.com.au)

Applications are required to address the key selection criteria. Incomplete applications will not be considered.

Please forward your resume, covering letter and completed selection criteria by close of business Tuesday 15th July 2008.

**Applications to:**  
**Employee Services Department**  
**UFS Dispensaries Ltd**

206 Armstrong Street Nth  
Ballarat VIC 3350

**P:** 03 5327 7777

**F:** 03 5332 7565

**E:** [recruitment@ufs.com.au](mailto:recruitment@ufs.com.au)

**[www.ufs.com.au](http://www.ufs.com.au)**

