



On-Market BookBuilds Pty Ltd

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Marketing & Campaign Manager

OnMarket, Sydney, NSW, Australia

OnMarket is seeking a motivated Marketing and Campaign Manager to join our Equity Crowdfunding team. Your work location can be a combination of our office at International Towers at Barangaroo and working from home.

Who we are.

OnMarket is Australia's largest investment and capital raising platform. OnMarket has completed 180 successful capital raises, raising over \$138m, and has amassed an investor audience of over 60,000. Our founding team have over 140 years of capital markets, advisory and investing experience, with backgrounds spanning investment banking, private equity, law, regulation and corporate advisory.

From our beginnings as a joint venture with ASX, to pivoting as a B2C retail focused investment platform, our vision has always been to provide a fair, transparent and accessible capital raising process. Our innovative technology is scalable, and our distribution, payment and allocation processes are fully automated. We are focused upon helping companies from seed stage through to IPO, raise capital. We are a happy and collaborative team who seek a motivated and capable Marketing & Campaign Manager to join our Equity Crowdfunding team.

Overview of the role.

Industry: Financial Services

Employment Type: Full-time or 4-days per week

Job Functions: Equity Crowdfunding Campaign Management, Digital Marketing, Email Marketing, Content Creation

Who you are.

You are passionate about entrepreneurship and helping start-up companies. You must have a strong work ethic, be an independent self-starter, as well as enjoying working with a team. Having a strong business acumen is important, along with having a certain level of creativity. You are good at being a problem solver. You have strong interpersonal skills and enjoy working with clients to help them reach their campaign funding goals. You have a sense of humour and a positive mind set.

To be seriously considered for the role, you will have the following:

- 2+ years' experience in a marketing and client facing environment.
- Intermediate digital marketing campaign skills, especially in Google Analytics.
- Digital advertising skills, primarily Google, Facebook and Instagram.
- Intermediate drafting, content creation, and copy writing skills (email, social media and blog content).
- Demonstrated experience in developing successful email marketing campaigns for a particular product or company.
- High level of interpersonal & relationship building skills.
- Effective time management, prioritisation & organizational skills.
- Demonstrated ability to work as part of a team, but also importantly as a self-starter.

What will you be doing.

You will be managing and advising early-stage companies as they create and execute their equity crowdfunding campaigns, from pre-launch planning to the successful completion of their offer. Primarily you will work with these companies on the marketing and awareness aspect of their campaign, managing their overall campaign to ensure it is a success.

Sounds interesting? Here are the key responsibilities that the role entails:

- Manage each equity crowdfunding campaign that uses the OnMarket platform.
- Develop marketing strategies and objectives to ensure each equity crowdfunding campaign is successful.
- Manage the procedure, implementation, tracking and measurement of marketing campaigns for OnMarket and for the companies raising capital via the platform.
- Deliver regular reports of campaign results, engagement statistics, web analysis and evaluation of campaign success.
- Creation of short form and long form content for each equity crowdfunding campaign, along with content specifically for OnMarket users.
- Maintaining frequent communication with clients to ensure expectations and outcomes are achieved.

Nice to haves.

- Previous experience in a capital raising environment – ideally investor facing.
- Previous experience working as part of a start-up company or similar.

Next steps.

If you are interested in applying for the role, please send a cover letter and resume to careers@onmarket.com.au.

