

# MARKETING LEAD

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## Job Description

### CASTLEPOINT SYSTEMS

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# MARKETING LEAD JOB DESCRIPTION

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# Summary

<b>Job Title</b>	Marketing Lead
<b>Job Type</b>	Full-time, ongoing; flexible work hours available
<b>Location</b>	On site in the Canberra office at Bruce; provision for some remote work
<b>Reports to</b>	Marketing Director / Chief Executive Officer
<b>Remuneration</b>	\$100,000+ per annum excluding superannuation

## Company background

Castlepoint technology provides command, control, and compliance over all information, in every system, through a single pane of glass. Castlepoint reads, registers, classifies, and manages information from all systems in a network, using Artificial Intelligence.

Castlepoint Systems is committed to ensuring that our operations are conducted ethically, in accordance with applicable laws and best practices, and in the best interests of our clients, our community, and the environment. Our vision is to make the world a better place, by changing the way organisations manage information, so that people, communities, and companies are safer and smarter. Our core values are ethics, hard work, and integrity.

We have committed to becoming an employer of choice, one that attracts likeminded, hardworking people through flexibility and other real, developmental benefits that improve the lives of our staff. We are a feminist company, and believe strongly in supporting men and women to take equal roles in the workplace and at home. We enforce pay equity, and pay superannuation throughout parental leave. We seek to employ people who represent community demographics, including younger and older people, indigenous people, migrants, people with a disability, and LGBTQIA+ people. We have a formal Human Rights Policy addressing how we will support our staff, which is aligned to the United Nations sustainable development goals.

To help ensure that our employees can enjoy a high standard of living, we aim to remunerate our employees at above the market rate for their skills, qualifications, and experience level. We then invest heavily in our people with formal Development Plans, reviewed twice-yearly, committing to internal mentoring, paid training, and other development opportunities with a goal of continually increasing their marketability. As employee skills increase, we assign more responsibilities, and we then adjust their wages and titles upwards commensurately. We also support employees to develop skills and experience in areas not directly related to their roles if they have an interest in those types of development. We have a policy of salary transparency for all employees, including the Executive, to help combat unconscious bias and foster gender equality.

Castlepoint also supports our employees with an Employee Assistance Plan, and skilled HR professionals with experience in mental health and workplace cohesion. We support our staff to practice religious and cultural observance during work time using flexible working arrangements, and to be free of discrimination based on their beliefs. We encourage communication between all areas of the business, and provide regular updates from the executive team on company activities and initiatives. We encourage two-way communication between employees at all levels and with the senior management team.



## Position Overview

### Primary purpose of the position

The Marketing Lead, a new role within the company, will be fundamental to the business development and growth objectives of Castlepoint. Delivering a consistent message, tone of voice, brand, and presence in the market will be key to raising the profile of the company and its leadership group.

Working closely with the CEO and in consultation with the Marketing Director, you will have the opportunity to shape the marketing and communications for Castlepoint to align closely with the business development objectives, and help drive profitable growth and customer retention.

Castlepoint is growing rapidly, and brand recognition is key to its continued success. We require a marketing professional and experienced communicator to align internal and external communications, ensure these meet the needs of a range of stakeholders, and execute a busy marketing and communications plan which will include event management, digital marketing, development of company collateral, and channel marketing.

You will liaise with the GM of Growth, the CEO, and key external stakeholders, including industry associations, creative partners, event managers, journalists, and closely support the management of our key business partners. You will have an open and friendly communication style, be highly professional, and both internal and external contacts will find you to be reliable, responsive, and organized.

### Key Challenges

The company is growing extremely quickly, and the level of marketing activity needs to align with this growth. The marketing calendar will continue to be busy and this needs to be balanced with the time constraints of Castlepoint's CEO, the primary spokesperson for the company. You will need be responsible for assessing the importance of one activity versus another, and there will be a requirement for you to make recommendations based on potential return on investment.

The company has a large range of collateral and an established digital presence, but is now ready to make a significant investment in expanding and improving this material. It will be important to work with the senior team to prioritise the order in which you attack this challenge, and the investment required for each activity.



## Duties and Responsibilities

Responsibility	Breakdown of Tasks	Outcomes/Measures
<b>Digital</b> 50% time/effort	<ul style="list-style-type: none"> <li>• Develop digital strategy</li> <li>• Develop campaign and project plans for digital marketing</li> <li>• Oversee the Content Management System of the Castlepoint website</li> <li>• Project manage any significant changes to the website</li> <li>• Develop plan to improve SEO, develop online ad campaigns, as required</li> <li>• Oversee company social media and network platforms</li> <li>• Create digital content calendar</li> <li>• Work with PR representative to coordinate media content</li> </ul>	<p>Statistics improve: traffic, unique visits, time on site</p> <p>Website is easy to navigate and targeted to stakeholder group</p> <p>Social media engagement increase</p> <p>Content matches company voice and image</p>
<b>Events Management</b> 20% time/effort	<ul style="list-style-type: none"> <li>• Assess suitability of local and international industry events and present business case to CEO</li> <li>• Execute on events which may include on-site exhibition, collateral development, virtual support, and speaker support for Castlepoint staff as required</li> <li>• Manage delivery of events within assigned budget</li> </ul>	<p>Events are managed on time and within budget</p> <p>Leads are measured and follow-up is achieved in a timely manner</p> <p>ROI is demonstrated against budget spend</p>
<b>Grants and Awards</b> 10% time/effort	<ul style="list-style-type: none"> <li>• Work closely with Business Development Manager to respond to grants and awards as required.</li> <li>• Develop consistent approach to responding to applications by industry vertical (e.g., Government, private sector, FinTech, Cyber)</li> <li>• Develop into ability to assess appropriate grants for business</li> </ul>	<p>Effective and well-drafted grant and award applications, with support from business and CEO</p>
<b>Channel</b> 20% time/effort	<ul style="list-style-type: none"> <li>• Support channel partner engagement with development of joint collateral, campaigns</li> <li>• Build relationships with equivalent role in partner organisations to enhance engagement</li> <li>• Support business development activities, in close consultation with Marketing Director, as required.</li> </ul>	<p>Consistent branding and co-branding with partners</p> <p>Effective and well-drafted campaigns supported by partners</p>



## Skills and Experience

### Qualifications:

- Relevant University or equivalent degree in marketing or communications (**essential**)
- Australian Government Security Clearance (**desirable**)

### Experience:

- Minimum 5+ years' experience in a similar marketing communications role, either in public or private sector (**essential**)
- Experience managing industry events (**essential**)
- Experience liaising with external stakeholders to develop and manage campaigns (**essential**)
- Experience dealing with all levels of management to coordinate company-wide activities (**essential**)

### Skills:

Knowledge, skills, and abilities	Essential	Desirable
Strong written and spoken communication skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Understanding of marketing and communication techniques and principles	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Strong stakeholder management and customer satisfaction skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Demonstrated knowledge and experience of current digital marketing trends	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Competency and comfort with Microsoft Office applications including Teams	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Competency in WordPress, or similar Content Management System	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Competency in Canva and/or Photoshop	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Experience managing content on LinkedIn, Twitter, Facebook	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Experience managing advertising and paid promotion on social channels	<input checked="" type="checkbox"/>	<input type="checkbox"/>
The ability to manage multiple tasks, problem solve, and prioritise	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Experience working in RegTech, FinTech or Cyber related industry	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Experience working with government or regulated industry	<input type="checkbox"/>	<input checked="" type="checkbox"/>