

Peazie

ATTN: Passionate digital gurus!!

About Peazie

We're the Data Differently company. We help brands easily capture and enrich consumers' first-party data with interactive digital activations that drive participation across all media. Over the last few years, our range of engagement mechanics has evolved and solidified and we have delivered 1000s of innovative and high-converting microsites. We capture super valuable customer data by consent for Australia's largest media companies, all manner of agencies, and for many of Australia's biggest brands in FMCG, retail, sports, fashion, and more.

B2C brands engage Peazie for our people and platform-expertise to achieve industry-leading results. We work strategically with our clients to build up a calendar of campaigns, designed to power marketing at key points throughout their year. This method of transparent, strategic engagement has enabled us to deliver known incremental value to our customers.

The Role - Campaign Developer:

We are now ready to welcome the next generation of digital marketing gurus!

It's the job of our Campaign Developer to bring the moving pieces of a campaign together. Working closely with the Delivery and Development teams, you will help with campaign customisations and provide technical support, leveraging already-established systems and processes to support, produce and publish campaigns on time and error free.

Here at Peazie, we're big on learning and development, with an emphasis on innovation, so you will also participate in improving the core platform under the guidance of our Lead Developer and Head of Strategy and Data Insights.

This is a creative, technical, analytical, collaborative, fast-paced, and super fun role!

Key role responsibilities include:

- Coordinate and oversee the production of multiple promotional microsites, while ensuring a high degree of accuracy, timeliness, and effectiveness
- Establish a workflow to effectively manage your campaign activity calendar and associated tasks within a reasonable schedule
- Work with our consulting team to brainstorm creative solutions to fun campaign briefs
- Leverage the real-world efficacy data captured within the Peazie platform, using it to inform and back your recommendations
- Work with clients to obtain the information necessary to build their promotion microsites, and support them throughout the production process
- Brief the design team so they have the assets and information they need to design brand-aligned, UX-optimised microsites
- Build the microsites using our cloud-based software
- Customise the look and behaviour of the microsite with HTML, CSS and Javascript
- Customise the behaviour of form submissions with PHP & MySQL
- Participate in QA (Quality Assurance) sessions for microsite deployments and platform changes
- Coordinate with our legal partners to arrange for terms and conditions to be written and permits obtained
- Monitor the success of the campaign while it is live and provide regular updates including feedback to clients on how to optimise performance where possible
- Follow all of this up with intelligent and insightful post-campaign analysis

Success - You'll succeed in this role if you:

- Have 1+ years of digital campaign development, HTML, CSS and Javascript, utilising frameworks like Bootstrap and jQuery
- 1+ years commercial experience with PHP and RDBMS (e.g. MySQL), using frameworks like CakePHP and Symfony
- Familiar with version control system like Git
- Amazon AWS and Agile-related experiences are bonus
- Have exceptional communication and problem solving skills with an emphasis on outstanding customer service
- Are a tech and digital marketing early-adopter

- Love being busy and have the ability to work independently and efficiently, managing your work and fulfilling responsibilities autonomously
- Understand customer data and its application within business and marketing
- Have a good understanding of key marketing principles and a campaign development lifecycle
- Have the ability to collaboratively and efficiently engage with web designers and developers
- Enjoy working across a dynamic range of marketing challenges for many and varied businesses
- Want to be part of the learning and adaptation that occurs within a small business that's growing fast
- Are creative, supportive, ask questions, politely challenge, and lead with initiatives in a consulting manner
- Computer skills include: Google apps/Microsoft Office Word and Excel (database experience is a plus, but not mandatory)
- Experience in marketing/selling software and/or web application solutions a plus

Peazie Perks:

- Convenient city location
- Free tea and coffee
- Monthly half-day Friday
- Office table tennis
- Beer on tap
- Monthly team-building activities

Offer:

Full Time or Part Time

Apply:

Does this sound like the kind of gig you've been looking for? Please email careers@peazie.com with:

1. Resume
2. Any role suitability supporting documents/links
3. Tell us about a time you became an EXPERT in something
4. Tell us about the TECHNOLOGY you're most excited about at the moment and why
5. Tell us about a MISTAKE you've made at work
6. Desired remuneration package
7. Minimum notice period

Any questions on the role and suitability assessment, you can chat with our Customer Success Team:
careers@peazie.com / 1800 732 943.