

Brand Warrior

Job Description

Position Title: Client Marketing Lead

Employment Status: Full-Time

Location: Angaston, Barossa / Adelaide (hybrid possible)

Reporting to: Claire Doughty, Founder & Director

OVERVIEW

Brand Warrior is a creative marketing and sales agency delivering high-end solutions for clients in wine, tourism, retail, and hospitality. Our team works across Adelaide and the Barossa, managing campaigns and content that reach domestic and international audiences.

The Client Marketing Lead is a client-facing role responsible for driving marketing strategy *and* execution across Brand Warrior's Sales, Marketing, and Creative teams. It's not a pure strategy role — we all contribute to the doing. That includes writing copy, planning and scheduling social media, building EDMs, reporting, and writing press releases.

This is an ideal next step for an experienced Marketing Coordinator or Marketing Executive who's ready to lead client relationships, guide campaigns end-to-end, and collaborate with specialists. Visual design is handled by our Creative team, allowing this role to stay focused on marketing delivery, channel performance, and strong client communication.

THE ROLE

The Client Marketing Lead develops and delivers effective marketing solutions for clients, ensuring all campaigns, content, and communications meet Brand

Warrior's high standards. It is a blend of strategic thinking and hands-on execution: you'll manage core marketing activities while overseeing the production of broader client assets, including branding, social identities, EDM templates, and collateral.

You'll work closely with the Client Sales Lead and Creative Lead to ensure all outputs are cohesive, on-brand, and generate measurable impact.

DUTIES & RESPONSIBILITIES

Marketing Strategy & Client Leadership

- Lead marketing strategy across campaigns, ongoing projects, and brand initiatives.
- Act as a trusted advisor, offering insights and recommendations that drive client outcomes.
- Align marketing activity with sales objectives through collaboration with the Client Sales Lead.
- Partner with the Creative Lead to ensure all creative outputs support strategic goals.

Hands-On Marketing Execution

- Build, launch, and manage digital activity across Meta Ads, Google Ads, EDMs, and websites.
- Write compelling, on-brand copy for social, web, email, and broader communications.
- Develop structured content plans and campaign calendars.
- Monitor performance, analyse results, and adjust strategy for continual improvement.

Oversight & Production Management

- Oversee the production of marketing assets, social identities, EDM templates, and collateral.
- Ensure all outputs meet Brand Warrior standards for quality, consistency, and brand alignment.
- Guide team members contributing to client projects, helping them deliver to the brief and timeline.
- Maintain a well-organised library of assets and templates.

Collaboration & Agency Integration

- Work collaboratively across Marketing, Creative, and Sales to ensure cohesive execution.
- Contribute to internal discussions about processes and efficiencies.
- Support pitches, presentations, and project planning when required.

Tools & Technology

- Confident use of Asana for project management and Everhour for time tracking.
- Ability to work across digital platforms, including Wix, Shopify, Squarespace, and WordPress.
- Scheduling and publishing social content via platforms like Later, using best practices for tone and engagement.

ABOUT YOU

- Experienced in marketing, communications, or client service roles, ideally within an agency or multi-client environment.
- Hands-on, organised, and able to balance big-picture thinking with daily execution.
- Confidently managing multiple projects, priorities, and deadlines.
- Comfortable using digital marketing platforms, including Meta Ads, Google Ads, EDM systems, CMS platforms, and social scheduling tools.
- Experienced with (or willing to use) project management and time-tracking tools such as Asana and Everhour.
- A strong collaborator who works well across Marketing, Creative, and Sales functions.
- Professional, confident, and client-focused, with excellent communication skills.
- Detail-oriented, solutions-driven, and committed to delivering measurable impact.

QUALIFICATIONS & EXPERIENCE

- Tertiary qualification in Marketing, Marketing & Communications, or a related discipline.
- 3+ years' experience in a marketing role (Coordinator, Executive, or similar), with strong digital experience.
- Demonstrated ability to plan and execute across Meta, Google, EDM platforms, websites, and social channels.
- Strong copywriting skills — comfortable writing social, web, EDMs, and press releases.
- Experience coordinating campaigns, scheduling content, and reporting on performance.
- Excellent written and verbal communication, with the ability to brief and collaborate with designers (this is *not* a design role).
- Strong organisational skills with the ability to manage multiple clients and priorities.

ABOUT BRAND WARRIOR

We are a collaborative, values-driven team delivering excellence in marketing, creative, and sales. We work closely with clients to build meaningful brands and exceptional experiences, while nurturing a friendly, engaged, and supportive team environment in the heart of the Barossa.