

# Marketing & Innovation Career journey

## Strategic, innovative & business aligned

BlueScope Distribution's National Marketing & Innovation team provides strategic support across all levels of the business relating to marketing, customer and market strategy, digital transformation, new product and service offering and innovation. We work with the state, national and global teams to develop strategies relating to branding, value proposition, growth opportunities and business investment as well as business efficiency projects, with customer and employee experience front of mind. The National Marketing & Innovation team help drive growth and change initiatives to improve revenue, increase profitability and drive efficiency across all areas of our business.

### Marketing & Innovation role examples

- National Innovation and Marketing Manager
- Marketing Manager
- Innovation Project Manager
- Innovation Project Coordinator
- Marketing Coordinator
- Marketing Assistant
- Marketing Analyst
- Product Manager
- Customer Experience Manager
- Customer Systems Coordinator

### Why choose a career in Marketing?

A truly dynamic career stream, working in Marketing & Innovation allows you to be creative and innovative, connect with a variety of people across different areas of our business, continue to learn, develop to keep up with current marketing strategies and get involved in exciting business projects. It's often fast paced, strategic, high performing, results orientated and exciting, and suits people passionate about marketing, innovation, project management, customer experience, communication and business improvement.



### Competencies developed and experiences obtained by working in Marketing & Innovation

-  Strategic marketing across all facets of B2B marketing
-  Execution of marketing and innovation strategies
-  Working as collaborative partners
-  Exposure to strategic, innovative and creative projects
-  Drivers of future readiness
-  Builders of customer value

Our people represent all parts of our community, and a career with BlueScope Distribution can lead you down many different pathways. Being part of BlueScope Distribution means you can pursue your career goals and aspirations.

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