



## CONTENT MANAGER

We are looking for a Content Manager to join our team to help support a growing roster of regional clients and projects!

As a Content Manager you will be primarily responsible for developing and executing clients' content marketing strategies, including campaign conceptualisation and planning, content development, social media management, community engagement, online brand building, and research and analysis. With the ability to grasp and maintain the tone of multiple brand voices and missions across different platforms, you'll need a get-it-done attitude and a passion for content creation, while working in a fast-paced start-up environment.

### **Responsibilities**

- Dream up creative, multi-pronged content marketing campaigns, focused on both short and long-term strategies, and set goals, timelines, and deliverables for each campaign
- Develop and execute innovative content strategies for client projects based on brand objectives
- Write, edit and publish branded content across multimedia channels, and ensure content hits a similar tone and voice time after time
- Build out monthly editorial calendars to present to key stakeholders, implement client feedback and schedule and publish content across relevant platforms
- Anticipate and implement all client assigned content marketing activities, including but not limited to social media content, email direct marketing, blog posts, website copy, press releases, corporate communications and other earned media opportunities
- Carry out research and analysis for all content marketing activities, including but not limited to competitor analysis, social listening, content audits and monthly performance reporting
- Manage community management of assigned accounts, including monitoring, engaging with and building platforms' organic followings

- Coordinate influencers, media and brand partners including drafting pitches, briefs and deliverables, and maintain these relationships
- Brief Creative team on supporting creative asset needs and manage these projects, to ensure deadlines are met and expectations exceeded
- Assist with admin work including website updates, social media content, blog posts, email direct marketing, pitch decks, presentations, reports and more

### **Qualifications**

- Bachelor's degree in Marketing, Business, Communications, or related field
- Minimum of 3+ years' work experience
- Digitally savvy; must be proficient in Google, Mac OS and Microsoft Office suite
- Bonus: Social media advertising, Google AdWords/Analytics, content management system knowledge

### **Traits**

- **Detail-oriented:** You can spot a typo a mile away, diligent with formatting, double checks everything twice and never forgets or misses a deadline
- **Self-starter:** You make it happen. You are exhilarated by the opportunity to own entire projects and assignments and you feel totally comfortable being autonomous
- **Creative:** You love coming up with new and experiential ways for everything from content creation and story pitching to company outings and social events
- **Efficient:** You are hands-on, can jump in mid-way or take projects from the beginning. You are able to work quickly without sacrificing work quality
- **High Standards:** You expect personal performance and team performance to be nothing short of the best
- **Adaptability:** You adjust quickly to changing priorities and cope effectively with complexity and change

### **Benefits**

- Competitive salary
- Work from home Fridays (supporting our mission towards a 4-day work week 😊)

- Flexi work schedules (no 9-to-5pm here!)
- Ability to work remote two times per year for a maximum of 5 days
- 15 days paid vacation, plus one personal day to be used as desired
- Full healthcare with Britcay, plus dental and vision