



## **Marketing Director Sydney or Melbourne**

Urban List is the home of urban culture: 23 channels connecting you to and through the city, from the best things to do and eat locally to the global trends blowing up across style, health, beauty, careers, entertainment and travel.

Our team and the brand they've built is our competitive advantage: lovers of food, travel, gifs and urban culture, committed to challenging the status quo, backing our ideas and delivering well above our weight. It's that challenger culture that's established us as Australia's largest youth media company; on a mission to create awesome experiences for audiences, agencies and brands, empowering people to do more of what they love.

To extend our impact, we are looking for a Marketing Director to develop and execute the company's marketing strategy, leading a team of marketers, creatives and product professionals to maximise the value of and engagement with the Urban List brand, including:

- Building brand relevance, credibility, differentiation and connection in both b2b and b2c environments;
- Driving consumer revenue opportunities;
- Maximising growth and engagement of our audience;
- Leading product and market development initiatives to support company goals.

**As a key member of the leadership team, the Marketing Director will collaborate closely with other L team members to:**

- identify new opportunities that bring the company vision to life;
- and ensure our culture empowers our people to bring their best, always in all ways.

**Our new Marketing Director will have:**

- Min. 5 years experience leading multi-disciplinary marketing and creative teams to achieve targets in a competitive environment
- Proven experience in both developing and operationalising marketing strategies in both b2b and b2c environments
- Understanding of marketing in the media sector and/or eCommerce
- Brand marketing expertise, with experience maximising relevance and saliency through owned, earned and paid strategies - on and offline
- Strong digital marketing skills, including experience leading acquisition and performance teams or campaigns to deliver consumer revenue
- Demonstrated creativity and innovation in developing new product initiatives to drive market share and commercial growth
- Strong leadership and management skills, combined with a willingness to work at a grassroots level

# URBAN :LIST

- Ability to communicate, present and influence credibly and effectively at all levels of the organisation
- Ability to manage tight deadlines and competing priorities with professionalism and a solid sense of humour
- Flexibility to travel

Please send your CV and cover letter to [hr@theurbanlist.com](mailto:hr@theurbanlist.com) by Sunday, February 24. This role can be based in either Sydney or Melbourne.

Thank you in advance for your interest. We receive a large volume of applications for our roles and we'll only be responding to those who have been shortlisted for interview.