



## DEPUTY EDITOR : 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.

A rare opportunity has arisen to join our Editorial team based on Melbourne.

Joining an energetic team of nation-wide content creators, the Melbourne Deputy Editor will manage and create engaging, on-brand content across all of Urban List's channels. Your passion for content and all things digital will see you play a pivotal role to inspire your peers, drive audience growth, chase newsworthy story angles and ultimately result in producing highly engaging content for our loyal Melbourne readers. In this role, you'll be working with passionate, talented individuals who love what they do just as much as you.

### KEY RESPONSIBILITIES

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- Developing and delivering exceptional content across all channels, including editorial articles, the business directory, social media, eNewsletters, photography and video
- Create, delegate and commission exceptional content that drives audience growth, reader engagement and where applicable, delivers on client goals
- Provide editorial support to the Editor as required
- Collaborating with the marketing team to maximise distribution and effectiveness of content.
- Assist in the adherence to monthly budgets, traffic and engagement targets; analysing variances and providing insights to The Urban List team
- Work closely with team members across all cities to ensure seamless collaboration, and efficient leveraging of content
- Commission and brief organic photography across our various lifestyle verticals
- Manage a team of intern content creators, providing mentorship, copyediting and practical training.
- Proactively monitoring trends across other media platforms, engaging in industry best practices and delivering insights to the team.

# URBAN : LIST

- Take an active role in developing your own skill base and education, while contributing to building the skill sets of other team members

## KEY REQUIREMENTS

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- Minimum 3 years' experience in creating, managing and distributing content, preferably online.
- A passion for, and broad knowledge of, Melbourne's local small business landscape.
- Strong leadership skills, with a proven record of achieving business targets.
- Excellent communication skills — written and verbal.
- Hands on experience establishing and interacting with online communities. Expertise with email marketing, SEO and social media a plus.
- Broad content creation skill set, including writing, editing and management of photography/image-based assets. Experience with Adobe suite, photography and video content creation a plus.
- Excellent organisational and management skills. Attention to detail a must.
- Willingness to attend various events and functions (sometimes outside of regular hours) as The Urban List brand representative.
- Self-motivated with the ability to work autonomously.
- Flexibility to travel—some travel will be required.
- Desire to collaborate with, and contribute to, a proactive start-up team.
- Journalism, communications or editing/publishing qualifications a plus.

## APPLICATION PROCESS

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To apply for what is probably the best job going in town, please send a cover letter and CV (including writing samples) to our Melbourne Editor, Ben Tyers, at [btyers@theurbanlist.com](mailto:btyers@theurbanlist.com). Applications close Friday November 1, 2019.