



BRANDED CONTENT PRODUCER

NATIONAL

The Urban List are lovers of food, drink, travel, culture, GIFs, and above all, our cities. Over the last 5 years we've built one of Australia's fastest growing lifestyle platforms and influential content marketing channels, increasingly attracting the attention of some of the world's most prestigious lifestyle brands.

We are driven by creativity, innovation, and doing things that no one else has done before—constantly seeking to create awesome digital experiences for our readers and advertising partners alike. And we recognise that exceptional campaign creation and execution is pivotal to our success.

Therein lies the opportunity for our new Branded Content Producer...

We're looking for a witty, creative, problem solver to devise and execute exceptional content marketing campaigns, producing industry-leading content for our advertising and small business partners, and championing a culture of data-led creativity across the content team.

Your creativity and innovative nature is matched by your commercial acumen and passion for creating branded content solutions. These skills contribute to business growth, guarantee client satisfaction and, ultimately, result in world-class content marketing campaigns. And you'll be working side-by-side with passionate, talented individuals who love what they do just as much as you.

KEY RESPONSIBILITIES

Take ownership of the ideation and creation of omnichannel, industry-leading branded content campaigns for commercial partners, ensuring they meet client expectations and deliver value to our audience. These solutions will place innovation and creativity at the forefront.

Support the sales team and Branded Content Manager to respond to inbound briefs, using your creative conceptualisation skills to put forward industry-leading marketing recommendations, utilising client and industry data to develop well rounded responses that cut through.

Support the creation of insightful and inspiring internal briefs, developing campaign ideas with max creativity, efficiency and delivery against client objectives.

Identify insights and trends that facilitate new business, working with sales and branded content colleagues to develop game-changing, proactive branded content concepts—ideas that we are all dying to bring to life!



Proactively monitor industry trends, campaigns (both ours and others'), clients and competitors to consistently fuel creative concepting within the content team, ensuring we are at the leading edge of branded and organic content delivery and digital innovation.

Maintain knowledge and a keen interest in producing various forms of content including written, video, podcasts, social media and EDM.

Share insights from previous campaigns with the team to maximise future success.

KEY REQUIREMENTS

Minimum 3+ years in a media, agency, journalism, or communications environment.

- Excellent verbal and written communication, with the capacity to story tell across multiple disciplines, including video, social, and experiential activations. If you're only interested in writing, this isn't the role for you.
- An understanding of commercial publishing with the ability to deftly and seamlessly balance brand objectives with audience needs.
- Highly creative with a passion for digital media, digital content creation and ideation.
- Proven success in content creation and delivering innovative digital marketing campaigns.
- A love for collaboration and contributing to the culture of an organisation.
- A proven track record in the development of creative concepts to benefit the client.
- The ability to balance the needs of consumers and target audiences with brands' objectives.
- The insight to bring market and content trends to the content team.
- The resilience to work across a number of projects and balance a workload.
- Highly organised with the ability to work autonomously and remain focused in high pressure situations.
- Experience managing paid social campaigns.
- Strong sub-editing skills and attention to detail.

REPORTS TO

Branded Content Manager

TERMS OF EMPLOYMENT

Full time position with 6-month probationary period.

This role can be located at any of our Sydney, Melbourne, Brisbane or Perth offices.

APPLICATION PROCESS



THE URBAN LIST

To apply for what is probably the best job going in town, please send a CV and cover letter outlining your suitability for the role to Simone Jovel, Commercial Content Director: sjovel@theurbanlist.com.