

URBAN :LIST

DIGITAL MARKETING MANAGER: SYDNEY

Urban List is the home of urban culture; moving millions to do more of what they love, to live their best life. We've created Australia and New Zealand's largest independent media brand, and we're looking for a new marketing manager who can help us bring it all to life. As a key member of our marketing team, you'll be responsible for building brand love and loyalty with both existing and new audiences, as well as launching fresh, sought-after products, initiatives and experiences.

To be successful, you'll need to be equal parts creative and analytical — leveraging your creative side to develop and implement marketing initiatives that enhance brand awareness, perception and loyalty; and your inner geek to drive acquisition goals — both of audiences and consumer revenue.

KEY RESPONSIBILITIES:

- Develop, implement and manage creative marketing campaigns that ensure our key initiatives are talked about, shared, and deliver brand value
- Support audience growth across all channels, with a particular focus on email subscribers, social and site
- Drive consumer revenue through the development, positioning and launch of new products and experiences for Urban List audiences
- Develop and monitor budgets and campaign reporting
- Collaborate and innovate to introduce new company initiatives, delivering creative campaigns and positioning that drive strong brand and commercial value

KEY REQUIREMENTS:

- Min. 5 years' experience in a digital marketing environment
- Highly creative with excellent analytical abilities
- Outstanding communication and interpersonal skills
- Expert time management and prioritisation skills
- In depth understanding and use of Google Analytics, social media platforms and analytics, and social ads platforms
- Proven experience building and nurturing segmented email databases
- Proven experience in driving eCommerce / affiliate sales
- Experience developing and/or launching new products and initiatives highly regarded
- A drive to learn and grow, ensuring you're always up-to-date on the latest trends and technologies

Over to you. Tell us why you're the real deal.

Please send a cover letter and CV to hr@theurbanlist.com . Applications close Sunday, 24 November.