

URBAN : LIST

MARKETING MANAGER—TRADE AND PARTNERSHIPS: 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.

Urban List are creators of City Culture, and advocates for helping our audience live the life they love. Over the last 8 years we've built one of Australia's most influential media platforms and attracted the attention of some of the world's best lifestyle brands.

We are driven by human connection, collaboration and curiosity, constantly seeking to create innovative digital experiences for our readers and advertising partners alike.

We are seeking a Sydney OR Melbourne based Marketing Manager, specialising in Trade Marketing and Partnerships to be responsible for growing and developing the Urban List brand in the Australian digital media / advertising landscape.

You be charged with positioning Urban List as the "must brief" and/or "must partner" publisher for all relevant brands, consistently building the relevance, desirability and credibility of our brand and product offering.

This role will also work closely with the Head of Marketing on establishing partnerships, events and activations. You will bring energy and creativity to increase our brand footprint, reach and relevance through strategic partnerships.

People and culture is a big part of our business values. We pride ourselves on ensuring our team are not only masters at what they do, but live and breathe our brand. We are looking for someone who with exceptional energy, passion and enthusiasm to fit our refreshing culture. Leading by example and setting the standard for the way we do across the business.

KEY RESPONSIBILITIES:

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- Ability to build partnerships Proven results in creating and executing trade marketing campaigns, showcasing a broad skillset forged not only by strategising, but also executing.
- A highly analytical mindset and passion for digging into the numbers, pulling out insights and recommendations for content, marketing or sales teams to leverage.
- Event management experience with examples of event initiatives that have driven business success.
- Strong budgeting and resource allocation skills—a love of process is a must!
- Excellent written communication, with the ability to tell stories from data and insights and prepare various pieces of content and collateral.
- Strong negotiation skills to be able to achieve positive outcomes for both parties in media partnership opportunities.
- Strong level of experience using sales and marketing tools such as Salesforce, Campaign Monitor and automation platforms such as Marketo or Hubspot.

THE IDEAL CANDIDATE WILL HAVE

- Minimum 5+ years' experience in the marketing and digital media space.
- Some level of experience using digital reporting platforms—experience in Google Analytics, Facebook Insights and Ads Manager, YouTube, Google Ads Manager preferred.
- Excellent time management, organisation and planning abilities.
- Excellent verbal communication to bring people on to the same page clearly and succinctly (locally and remotely).
- To be a performance-driven, kind, collaborative team player, who works hard but loves to have fun doing so. Culture is critical to us, so personality needs to accompany smarts!

Candidates keen to work hard within a great culture & evolve their career within the fastest growing brand in the local lifestyle space in Australia please apply below.

Please send a cover letter and your CV to, Jess Batt, Head of Marketing, jbatt@theurbanlist.com.