



## EDITOR: MELBOURNE

**Urban List is the daily habit of the culturally curious, moving millions to live their best life.**

Every month, three million people turn to us as their cultural compass—more than any other independent media brand in Australia and New Zealand—and our content fuels thousands of decisions daily.

We launched from our Founder's bedroom in 2011 and since that time, have scaled to connect with audiences and partners across 12 markets in Australia and New Zealand.

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.

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

Joining an energetic team of nation-wide content creators, the Melbourne 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

- Managing and motivating a team of content creators (internal staff and external contributors, photographer and videographers) to develop and deliver exceptional content across all channels, including editorial articles, the business directory, videos, photography, social media and eNewsletters.
- Taking an active role in developing your own skill base and education, while contributing to building the skill sets of other team members.
- Creating, delegating and commissioning exceptional content that drives audience growth, reader engagement and, where applicable, delivers on client goals.
- Collaborating with the brand experience team to maximise distribution and effectiveness of content.

# URBAN :LIST

- Setting benchmarks and processes for maintaining quality, integrity, timeliness, and authenticity.
- Establishing and managing monthly budgets, traffic and engagement targets; analysing variances and providing insights to the Urban List team.
- Working closely with team members across all cities to ensure seamless collaboration and efficient leveraging of content.
- Proactively monitoring trends across other media platforms, engaging in industry best practices and delivering insights to the team.

## KEY REQUIREMENTS

- Minimum 5 years' experience in creating, managing and distributing content, preferably online.
- A passion for, and broad knowledge of, Melbourne's local small business scene. Industry knowledge and existing relationships highly desirable.
- Strong leadership skills, with a proven record of achieving business targets.
- Excellent communication skills — written and verbal.
- Proactive and a strong news sense.
- Hands on experience establishing and interacting with online communities. Expertise with email marketing, SEO, affiliate and social media a plus.
- Broad content creation skill set, including writing, editing and management of photography/image-based assets. Experience with photography and video content creation is 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 an Urban List brand representative.
- Self-motivated with the ability to work autonomously.
- Desire to collaborate with, and contribute to, a proactive start-up team.
- Journalism, communications or editing/publishing qualifications a plus.

## APPLICATION PROCESS

To apply for the best job going in town, please send a cover letter and CV (including writing samples) to our Managing Editor, Anna Franklyn, at [afranklyn@theurbanlist.com](mailto:afranklyn@theurbanlist.com).

Applications close Tuesday 1 December, 2020.