

URBAN :LIST

PUBLISHER **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, and we're really proud of both. We're lovers of food, travel, gifs and urban culture, committed to challenging the status quo, backing our ideas and creating 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.

To extend our capabilities, we are looking for a Publisher who believes in the power of our brand and their ability to create positive impact, leading a team of content creators to:

- Deliver value to our audience and build upon their loyalty and trust;
- Drive commercial growth, including affiliate partnerships, content sponsorship, syndication and licensing;
- Explore new formats, categories and markets;
- Deliver new audiences;
- Cement Urban List as a market leader in branded content.

As a key member of the leadership team, the Publisher will collaborate closely with other senior team members to:

- identify new opportunities that bring the company vision to life;
- and ensure our culture empowers our people to bring their best, always in all ways.

Our new Publisher will have...

- Min. 5 years management experience leading multi-disciplinary content teams to create high volumes of quality content at pace, achieving targets in a competitive environment
- Proven experience in both developing and operationalising content strategies that have delivered on business objectives
- Success in commercialising content through affiliates, syndication and/or licensing partnerships, and in creating or managing commercial and branded content
- Exceptional editorial, video, visual and social content creation capability. Experience in digital environments imperative. Audio content creation a plus. Strong understanding of SEO a plus.
- Strong leadership and management skills, combined with a willingness to work at a grassroots level.

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- Ability to communicate, present and influence credibly and effectively at all levels of the organisation
- Ability to manage high workloads, tight deadlines and competing priorities with professionalism and a smile
- High level of comfort and experience with client-facing situations including presenting, pitching and trouble-shooting.
- Flexibility to travel

Please send your CV and cover letter detailing successes in commercialising content to hr@theurbanlist.com.

We receive a large volume of applications for our roles and we'll only be responding to those who have been shortlisted for interview.