

Content Marketing Specialist (CMS)

- **Full time (5 days, 38 hours)**
- **Permanent contract**
- **Location: Highgate Hill, Brisbane**

Our Brisbane-based content marketing agency has a rare opportunity for a full time Content Marketing Specialist to join our growing team.

This role is ideal for someone who lives and breathes content marketing and is looking for their next step within a fast-paced agency life. You will report to a Content Marketing Director and work collaboratively in a team of Content Marketing Specialists, Copywriters and Coordinators to bring client campaigns to life.

If you're an ambitious, driven, energetic marketer who is looking to take the next step in your career – we'd love to learn more about you!

About Media Mortar

We are a national content marketing agency, serving content so good, it sells itself. We believe that good storytelling is what drives sales and are passionate advocates that the future of Australian business lies in how well we can tell our story with potential customers.

To tell brands stories, we use a content marketing cocktail of words, images and videos and serve it to the right audience at the right time. We've been creating content and branded stories for clients since 2017. In that time, we've been fortunate enough to work with clients including Tourism Australia, Brisbane Airport and Tourism & Events Queensland to name a few.

Our Values

Our values underpin everything we do here. It's not just who we are, but how we do things and who we'll hire next.

- **Honesty**
You are trustworthy and build rapport quickly with staff, your managers and our clients
- **Initiative**
You are someone who takes initiative and doesn't wait for instruction, but equally know when you're out of your depth and needs to check in
- **Ambition**
You've got big goals and know we're a business that will help you achieve them
- **Positivity**
You are optimistic and present solutions not problems
- **Reliability**
You are dependable, what you say and do are the same
- **Innovative**
You innovate, always – whether that's systems and processes, new technology or concepts for creative execution
- **Implement action**
You can take advice and direction in your stride and know that in professional setting feedback isn't personal

- **Practical**

You don't need to be the best or an expert at everything, but you do need to use your common sense / practical sense when approaching a task or project

What motivates you

In agency land, no two days will look the same and that's what excites you. You may be required to bounce between running a large destination marketing organisation's social media, interviewing a builder for a page on their website and launching a paid media campaign – and that's all before lunch.

To be successful in this role, you must be:

- Self-motivated
- Initiative driven
- Innovative, always
- Enjoy a fast pace
- Have strong attention to detail
- Take feedback in your stride
- Resilient, responsible and reliable.

To excel in this role, you will have:

- 2+ years post graduate content or digital marketing experience
- Extensive knowledge and understanding of all social media platforms, but most importantly Facebook, Instagram and LinkedIn
- Proven capabilities in executing the below core skills:
 - Creating eNewsletters (writing, sending, designing and reporting)
 - Writing blog posts and uploading them (WordPress)
 - Managing (and community managing) organic social media accounts
 - Creating content for social media i.e. IG Reels, Stories, TikToks etc
 - Running paid social media campaigns (Facebook, Instagram, TikTok, LinkedIn)
 - Creating simple assets in Canva
 - Writing website copy
- You're experienced in time management and juggling competing priorities and deadlines set by clients
- You accept and adopt feedback
- You show initiative and innovation in everything you do
- BONUS POINTS*: You also have the following experience and skills:
 - Graphic design
 - Video editing.

**not a key requirement.*

Why Media Mortar:

We understand leaving a job to join us is a big deal and we know that our ideal candidate is motivated by more than just salary.

We offer:

- **Growth opportunities** – being a small business, we write our own rules. We grow rapidly, and you do, too
- **Team support** – if you have to spend more time at work than you do with your friends and family, you'll want the team around you to be like family. That's what we are – the work family you've always wanted (and needed)

- **Epic client portfolio** - including Tourism and Events Queensland, Brisbane Airport, Sapporo and Carlsberg to name a few
- **Travel** – we don't sit behind the desk and never move at Media Mortar. You'll have plenty of opportunities in this role to travel to our clients in all corners of the country, meeting them face to face and bringing their briefs to life
- **Modern office space** – freshly fitted out in Highgate Hill by one of Brisbane's leading building designers
- **Office dog** – she's not friendly, but she is cute.

To apply:

Email a one-minute intro video (how you choose to do this is up to you) and resume to liz@mediamortar.com.au