

Details			
Job title	Content Marketing Specialist	Date	December 2020
Function	Marketing	Reports To	CEO
Location	East Melbourne	Direct Reports	TBA

Position Objective

The purpose of this role is to execute marketing and communication content strategies to build market strength and branding of both CTI and our full range of products and services. The applicant will need to be a skilled content creator and copywriter, with a high level of experience writing across editorial, web, social media, blogs, articles and promotional materials for a range of audiences. Experience in graphic design for creative assets highly desirable. This role will assist with content creation for video and podcasts. This role works closely with the Marketing and Communications Manager to execute CTI's strategic marketing and advertising plans.

Key Relationships

Internal

- CEO
- Marketing Team
- Psychologist Team
- Development Team
- UX/UI Team

External

- Potential users or other providers
- Strategic partnerships
- Agencies / Channel partners / Institutions

Position Responsibilities

- To plan and develop engaging, insightful, and accurate content for social media, blog posts, landing pages and EDMs
- To create, produce and schedule a calendar of social media content
- To create and monitor website content with SEO considerations
- To build and monitor CTI's social media activity
- To write and design creative assets for advertising campaigns, on-brand and in line with advertising strategy
- Support in the pre/postproduction of video, webinars and podcasts
- To collaborate with others to generate new ideas that support innovation and growth of CTI's products and services.
- To contribute to building CTI's culture, values and ways of working.

Qualifications, Work Experience & Technical Prerequisites

- Tertiary qualification in Marketing, Public Relations, Communications, Communications Design or Business/Commerce.
- Very strong written and verbal communication skills, including exceptional spelling and grammar
- 3+ years copywriting and editorial experience required
- 3+ years professional experience in creating a wide range of results-driven content, (e.g. long-form SEO content, social media posts, blogs, EDMs, brochures, case studies, video and podcast scripts etc.) for a wide range of platforms and audiences
- Knowledge of best practice for SEO
- Graphic design skills and experience, proficient in Adobe Creative Cloud desirable (design in tech a bonus)
- Video, photography and podcast skills are desirable
- Proficiency with social media platforms, CMS, content planning and scheduling tools.

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- Experience in medical/medtech industry preferred
- Experience in a start-up environment preferred

Capabilities (Personal Attributes/Behaviors & Skills)

- Adaptability, Cognitive and Emotional Agility
- Customer Focus
- High-level communication and presentation skills
- Ability to convert strategy to execution
- Strong team player and relationships skills
- Driven - takes initiative to overcome obstacles
- Lives CTI's values

Creative Thinking Institute

VISION: *Optimising adaptability and human potential.... globally*

PURPOSE: *Through a multi-faceted health platform, we help people navigate life's competing demands*

VALUES: *We reimagine what is possible, We always collaborate, We celebrate difference, We do what we say we will, We are agile*