



success by design

## Digital Content Specialist

**If you're a Digital Content Rockstar or about to hit the charts, then we want to hear from you!**

A world-class, communications design agency located in Launceston, Tasmania, is on the hunt for a dedicated and passionate **Digital Content Specialist** to join our digital team.

We are after... **a motivated self-starter** who demonstrates **strong initiative**. You can **tell a compelling story** and **deliver amazing results** – on time, on budget and to standard. You are an **excellent communicator** who prides yourself on your ability to **develop and maintain great relationships**. You enjoy **working independently** as well as **contributing collaboratively**. You **thrive and shine** when the pressure is on. You have experience working with, and sometimes **directing, both designers and developers** in a fast paced, ever-changing environment. Importantly, you're a team player who is **driven, creative and passionate** about all things **digital and copy**.

### Long & Short of it:

- *Primary Tasks:*  
To develop and manage digital accounts (for Walker Designs and our clients), and assist with: creating and implementing digital content for social media channels, websites, blogs and EDMs.  
To assist clients with achieving marketing goals, for example but not limited to; improved online presence/brand awareness, increased lead generation and conversions, customer engagement and retention, and build loyalty.  
Produce strategic, fresh, and engaging content/copy across print and digital collateral.  
Execute high proficiency with SEO, SEM, organic social media, content optimisation.
- *Remuneration:* An attractive package will be determined by availability, skills, experience, attitude, energy and what you can bring to the business/clients.
- *Position:* **Permanent part-time (hours negotiated with successful applicant).**  
*The business operates from Monday to Friday between the hours of 9:00am to 5:30pm.*
- *Location:* Office-based in Launceston, Tasmania.
- *Flexibility:* Always considered when results are delivered.
- *Commencement:* Negotiated with the successful applicant, however ideally by May/June 2022.

**Must Have/Be (if you do not have the following, please DO NOT apply):**

1. If you do not have a minimum of 3 years' experience or evidence that you're a gun specialist.
2. If you're not a natural or accomplished creative writer/copy developer.
3. If you're not passionate about digital marketing.
4. If you're not able to manage multiple projects/clients at any one time.
5. If you're not an Australian citizen, have permanent resident status or an eligible working Visa.
6. If you're not or cannot be based in Launceston, Tasmania.

### **Desired Skills and Experience**

- Ability to build long-term relationships with clients.
- Experience with supporting a portfolio of social media and SEO clients.
- A minimum of 3 years' experience in developing strategic, fresh, and engaging content/copy across print and digital collateral.
- 2+ years' experience with SEO/SEM/content optimisation.
- Have a solid understanding of and experience with Facebook, Instagram, Google, LinkedIn, EDM platforms.
- Proven experience in social media organic advertising and campaign management, planning (across the various platforms), targeting, content creation, storytelling, execution/scheduling/posting and reporting.
- Ability to research and discuss various subject matters, to create unique content for a variety of clients/industries.
- Ability to create digital content and implement schedules for social media channels, websites and EDMs.
- Ability to optimise content to increase online performance (e.g social media, websites etc).
- Conduct SEO keyword research and apply principles to online content to improve search engine results and drive valuable traffic.
- Have experience in similar roles with proven track record of personally delivering growth/ROI.
- Ability to do on-page SEO (the ability to also do some basic technical SEO would be an advantage, but not a necessity).
- Effective collaboration with other team members on design and copywriting to create high performing and effective content.
- Able to manage multiple projects through our studio management system, JobBag.
- Strong interest in research and analysing current market trends, and proactively providing insights.

### **Desirable Attributes**

- Great attitude and love what you do
- Friendly, approachable & professional
- Motivated to achieve results (results and deadline orientated)
- Passionate, enthusiastic & ethical
- Engaging people skills and great attitude
- Confident communicator with excellent verbal & written communication (a natural or accomplished creative writer) and interpersonal skills
- Exceptional attention to detail
- Highly organised and methodical
- Efficient and effective (exceptional time management skills)
- Positive contributor to culture

- Happy to work alone, as well as a strong team player who will thrive in an open collaborative environment
- Sense of humour
- Tenacity and resilience
- Strong conceptual, logical and strategic thinker
- Good problem-solver
- Reliable, accountable, trustworthy, and ethical
- Has a willingness to learn and develop both skills and thinking

### **What's on offer**

An opportunity to work within a leading, design thinking & integrated communications agency located in Launceston, Tasmania.

With stunning offices in the iconic Chalmers, complemented by a powerhouse creative team and a large diverse client base - we need a person to join our high performing team in delivering a variety of award-winning projects.

### **The package will be determined by;**

- **You showing us what you can do and blowing our minds!**
- **Experience and attitude.**

### **How to apply**

Apply TODAY to ensure you don't miss out on this opportunity, as applications will be assessed and actioned as they are submitted.

If you meet the requirements and you're keen to be a part of an industry leader, in a supportive team, working with great clients - we want to hear from you!

Submit the following by hitting APPLY NOW:

1. A little snippet about **You**
2. Your **Resume** and a
3. **Portfolio/Case Studies** of your **BEST work and proven results**
4. **Links** to content (e.g. social media accounts, blogs, EDMs) you have developed

Alternatively email the above, direct to: HR Manager - [careers@walkerdesigns.com.au](mailto:careers@walkerdesigns.com.au)

*NOTE: Only shortlisted candidates will be notified of the outcomes.*