

## Digital Content Manager - Team Leader

### THE AGENCY:

Adoni media is an award-winning Brisbane-based public relations and digital agency servicing local, national, and international clients from a diverse range of sectors including healthcare, resources, the arts and finance.

Founded by Leisa Goddard, a Logie nominated journalist with more than 25 years of experience, Adoni Media is currently in an exciting growth phase and looking for a highly motivated and multi-skilled, results-driven individual to lead our content management team.

### THE ROLE:

As the dedicated Digital Content Manager, your role at Adoni Media will include leading a small team of content writers and digital marketers to pitch and produce SEO-optimised articles for clients. The successful applicant will work closely with the Head of Digital and SEO specialists to develop strategy and report to the Senior Management Team.

The role requires managing daily content campaigns for clients and link outreach. As Manager, you must have excellent communication, organisational and leadership abilities. The successful applicant will be a self-starter, creative and digitally proficient, preferably with a marketing and sales background. A strong analytical ability to measure and report on marketing activities is also necessary.

### RESPONSIBILITIES:

- Manage a small team across digital marketing activities including link outreach and content writing
- Produce innovative and optimised content
- Drive and create backlinking strategies
- Pitch content to various journalists and writers (requiring effective communication skills)
- Review, edit and proofread a variety of content for varying audiences and digital channels
- Daily project management
- Plan and deliver content to meet weekly KPI's
- Support a small team of content writers and digital marketers to deliver their marketing KPIs
- Clear reporting on results to the Senior Management Team on a weekly basis
- Work cohesively with the Head of Digital and SEO specialists as well as the public relations team
- Monitor, track and report on digital performance metrics
- Continuously identify new opportunities and publications for digital content
- Supervise interns and junior members of staff
- Maintain relationships with external stakeholders

### THE INCENTIVE:

Remuneration will be commensurate based on experience.

Adoni Media is on a recruiting drive, please identify the name of the position you are applying for in the Subject Line of your email. A cover letter, CV should be sent to [careers@adonimedia.com.au](mailto:careers@adonimedia.com.au)

