

JOB DESCRIPTION

SENIOR CONTENT MARKETING CONSULTANT – FULL TIME

- Key role in a leading financial services integrated communication consultancy
- Work with an A-player team and high-profile Australian and global financial services brands
- Strong professional development opportunities

Thanks to continued business growth, integrated PR and marketing firm BlueChip Communication is looking for a Senior Content Marketing Consultant to join a fun and dynamic environment with great development potential.

The role will see you creating and implementing content marketing strategies across a range of high-profile global and Australian financial services brands – from super funds and fund managers to fintechs and industry bodies. This includes using customer insights to develop audience personas and journey maps, crafting compelling messaging and narratives, and creating and campaigning digital content assets.

We are known for delivering outstanding results and providing strong professional development. While knowledge of the financial landscape is important, you don't need to be a finance expert. You'll work with smart colleagues with varied backgrounds across communication, marketing and journalism, all with a shared desire to get inside the heads of our target audiences, the media, and other finance industry stakeholders, and in doing so help Australians have a better financial future.

ABOUT YOU

You're a capable marketer with 5-7 years' experience, working across content, brand and digital channels. You care about your work, your team and doing what's best for clients.

You have a demonstrated ability to achieve great outcomes within a budget – including lead generation and nurture, and brand/offer promotion – and are respected by both clients and colleagues.

You “get” the big picture and also understand the importance of detail. You can run accounts, create integrated marketing strategies and campaign plans, then implement them in partnership with a team.

You can:

- Create effective content marketing strategies and plans tailored to target audiences / personas, mapped to the buyer journey
- Develop company and product messaging that is compelling and resonates deeply with target audiences
- Write well, whether it's an SEO-friendly blog post, a brand's corporate narrative, effective website copy or an email campaign
- Present well, knowing how to get your message across clearly and convincingly
- Identify what needs to be done from a channel-agnostic, integrated marketing perspective, to help our clients best reach their objectives
- Manage senior stakeholder relationships
- Be commercially minded – help clients get the most ROI out of their marketing budgets, and identify opportunities for BlueChip to increase profitability

Your client relationship skills are matched by your ability to think analytically and strategically. You get a buzz out of driving marketing results – and you're not afraid to measure those results to show how we can constantly improve.

You will be responsible for:

- Leading client accounts and managing an internal team
- Gaining an understanding of new clients' businesses and take a problem-solving approach to proposing integrated scopes of work
- Developing integrated marketing and content strategies designed to deliver your clients' objectives and tailored to target audiences
- Creating roadmaps and detailed implementation plans to break strategies down into tactical actions
- Ensuring activity is completed by your team on time and within budget
- Analysing insights from metrics/data and continually optimising activity to drive results

Role requirements:

1. Strong project planning and management skills (e.g. scoping, process mapping)
2. Strong account management skills
3. Experience creating content marketing strategies for a range of clients
4. Experience creating data-driven audience personas and mapping buyer journeys
5. An analytical mindset (both qualitative and quantitative) combined with good human understanding
6. Familiarity with lead generation, including content and campaign development
7. Familiarity with multi-channel digital marketing, including social (particularly LinkedIn and Facebook)
8. Creative capability - to support great content creation and campaign outcomes (copywriting, knowing what good design looks like, and being able to direct creatives)
9. Able to visualise concepts and ideas in presentations and reports
10. Experience in proposing scopes of work and budgets for new clients
11. A genuine team player, able to direct other team members with clarity, and inspire trust with clients and colleagues alike
12. Great work ethic and drive to deliver business outcomes
13. Track record of consistent high-quality client outcomes and relationship management
14. Knowledge of the financial services landscape and some financial services marketing experience essential
15. Agency or consultancy experience preferable
16. Basic understanding of PR concepts and tactics would be advantageous

ABOUT US

We are a specialist financial services integrated marketing, PR and communication consultancy with A-list clientele. Our aim is to help Australians have a better financial future by building support for the financial services organisations that serve them. Our values are Wins, Problem-Solving, Greater Good, Assume Good and Brave.

We work hard and fast – but know when to stop and have fun. Our highly-capable team is supportive and passionate, and we're looking for like-minded people to join us

More importantly for you, we invest heavily in our people – and keep our promise to develop your career! You will benefit from:

- Structured career development, with a personalised development plan, hands-on coaching and a dedicated training budget
- Team-focused remuneration, including a transparent annual bonus structure, monthly 'team member of the month' rewards and anniversary bonuses
- Quarterly team offsites, to have input into our business strategy and your work experience
- Birthday days off, a Christmas shut-down period and flexible working
- Regular team social events, including quarterly socials, and EOFY, Melbourne Cup and Christmas celebrations

- Wine and cheese Fridays!

Still reading? Then maybe you've found your "tribe".

How to apply via our website

Please DO NOT apply via the Seek website application. Only applications via BlueChip's website link below will be considered because we really want to know more about you.

So, please get in touch by filling in our online form on our website at:

<http://www.bluechipcommunication.com.au/become-a-bluechipper>

We'll respond within 48 hours if we think you could be the right fit with our team. Please do not call our office - online applications only via our website to Susie Wearne, Commercial Director.