

Position Details			
Title	Content Producer	Team	Marketing
Reports To	Digital Marketing Manager	Direct Reports	Nil

Role Purpose
<p>In preparation for its next phase of growth, AuctionsPlus is seeking to appoint a Content Producer. Reporting to the Digital Marketing Manager, this newly-created role provides an exciting opportunity for someone looking to combine creativity</p> <p>The Content Producer will be a creative thinker with 1-3 years of experience of producing content in a similar role with exceptional outcomes</p> <p>Our Content Producer will harness the huge amount of content we have and look to simplify and leverage the right material across all of marketing channels.</p> <p>This role will support the brand voice to help drive consistency across written style including tone, grammar, punctuation and contextualisation of content.</p>

Key Responsibilities	
	<p>Primary Duties</p> <ul style="list-style-type: none"> • Plan, create and produce a range of content that assist in the promotion of AuctionsPlus offerings and news across a range of marketing channels including web, social media and direct. • Work creatively within the AuctionsPlus' brand guidelines to contribute knowledge and manage the delivery of innovative and effective content that increases engagement and understanding within the target audiences • Manage the stages of the content development process including researching, writing and editing a variety of content for broad distribution including digital and print, ensuring brand consistency and tone of voice guidelines • Assist with the development and management of content prepared by others, including editing and proofreading documentation prepared by others that is to be considered for wider distribution • Design content for the website and landing pages including banners, product & event imagery, homepage hero pieces, promotion banners • Develop relationships between the digital team and the business units to ensure digital content objectives are met and are actively working towards the strategic goals of the business.

Key Relationships		
Type	Internal/External	Nature of relationship
Customers / Suppliers	External	Build positive relationships with customers and suppliers.
Internal customers	Internal	Market Operations – provide support and information as required Finance Product Development
Direct manager	Internal	Respond to information requests in a timely and accurate manner Communicate on progress, concerns and insights

Critical Requirements	
1	Relationship Management. Excellent communication, presentation and organisational skills are crucial for success in this role, as are high levels of initiative, self-motivation and a positive, 'can-do', customer-focused approach.
2	Collaborative. Able to build strong collaborative relationships internally and externally.
3	Process & Planning. Able to plan and map out projects allowing plenty of time for preparation.
4	Communication. Able to convey information with clarity and impact both verbally and in writing.
5	Industry expertise. A knowledge and understanding of the agriculture industry.
6	Problem solving. Able to analyse information, think logically and solve problems.
7	Attitude. Self-starter capable of thriving in a growth stage company environment who is fearless on the phones, persistent, and accepting of rejection.
8	Adaptable. Able to easily adapt to changing priorities to meet customer and business needs.
9	Analytics. Understanding of key analytics and how to drive action and engagement from insights and trends
10	Design. Proven experience in web/visual and strategic communication design that is both conceptual and templated work
11	Turn-around. Ability to work in high-volume environment while maintaining high attention to detail
12	Strong attention to detail and art-working skills. Knowing the importance of getting artwork right from the beginning
13	Organisation skills. Management of graphic collateral and photographic assets
14	Liaison Skills. Negotiating quotes, maintaining procedures, production and controls to ensure the accuracy and timeliness of graphic assets ranging from catalogues, brochures, business cards, to large format POS for events and conferences