



EDITOR: GOLD COAST

FULL TIME, MATERNITY COVER, 9-12 MONTHS DURATION

The Urban List are lovers of food, drink, travel, culture, and above all, our cities. We are Australia's largest and fastest growing lifestyle platform and our Editors live and breathe life in their cities. They are the voice of The Urban List, bringing you the very best in content from the places you love on the daily.

A rare opportunity has arisen to join our Editorial team based on the Gold Coast in May 2018.

Joining an energetic team of nation-wide content creators, the Gold Coast Editor will manage and create engaging, on-brand content across all of The Urban List's channels. Your passion for content and all things digital will see you play a pivotal role to inspire your peers, drive audience growth, chase newsworthy story angles and ultimately result in producing highly engaging content for our loyal Gold Coast readers. In this role, you'll be working with passionate, talented individuals who love what they do just as much as you.

KEY RESPONSIBILITIES

- Managing and motivating a team of content creators (external contributors and photographers), developing and delivering exceptional content across all channels, including well written editorial articles, the business directory, social media, eNewsletters, photography and video. A significant portion of the role involves chasing story ideas and writing daily articles.
- Taking an active role in developing your own skill base and education, while contributing to building the skill sets of other team members.
- Creating, delegating and commissioning exceptional content that drives audience growth, reader engagement and, where applicable, deliver on client goals.
- Collaborating with the marketing team to maximise distribution and effectiveness of content.
- Setting benchmarks and processes for maintaining quality, integrity, timeliness, and authenticity.
- Establishing and managing monthly budgets, traffic and engagement targets; analysing variances and providing insights to The Urban List team.
- Working closely with team members across all cities to ensure seamless collaboration and efficient leveraging of content.



- Proactively monitoring trends across other media platforms, engaging in industry best practices and delivering insights to the team

KEY REQUIREMENTS

- Minimum 5 years experience in creating, managing and distributing content, preferably online.
- A passion for, and broad knowledge of, Gold Coast's local small business landscape.
- Strong leadership skills, with a proven record of achieving business targets.
- Excellent communication skills — written and verbal.
- Hands on experience establishing and interacting with online communities. Expertise with email marketing, SEO and social media a plus.
- Broad content creation skill set, including writing, editing and management of photography/image-based assets. Experience with photography and video content creation a plus.
- Excellent organisational and management skills. Attention to detail a must.
- Willingness to attend various events and functions (sometimes outside of regular hours) as The Urban List brand representative.
- Self-motivated with the ability to work autonomously.
- Flexibility to travel — some travel will be required.
- Desire to collaborate with, and contribute to, a proactive start-up team.
- Journalism, communications or editing/publishing qualifications a plus.
- Must be Gold Coast based or willing to relocate

APPLICATION PROCESS

To apply for what is probably the best job going in town, please send a cover letter and CV (including writing samples) to our Gold Coast Editor, Brooke Darling, at bdarling@theurbanlist.com.