



Head of Marketing: The Urban List

Based: Brisbane, Melbourne or Sydney.

You will lead all marketing activity for Australia and New Zealand's largest digital city guide.

To our largely millennial audience The Urban List is their trusted guide to all that's great about their city. Our content is trusted and engaged with, driving action and engagement with business and brands that we love.

The Opportunity

We are looking for a Head of Marketing to join our Leadership Team, to plan and execute Marketing strategy for the business. This is an outstanding opportunity for a talented and ambitious marketer to join an exceptional organisation with a track record of success, a strong culture and ambitious plans.

The Role

The Head of Marketing will be responsible for Trade Marketing and Audience growth and engagement. In addition, focus areas will be to support business growth initiatives, to generate and embed market insights and best practice across the organisation and to successfully lead your team.

Collaboration with your colleagues is at the core of this role.

The Person

- You will be both a 'strategic thinker and a practical doer' who is equally comfortable creating sound strategic plans as well as turning them into action.
- A digital marketing expert you will have a track-record of delivering exceptional marketing initiatives and experience of successfully leading teams
- You will thrive in fast-paced intense environments where your colleagues may not be located in the same city as you
- Motivated by achieving and exceeding your KPIs, you are at your best when working with your team and the business as a whole to achieve our shared goals
- You will be a passionate believer in the power of marketing to transform businesses

How to apply

If you believe you meet these criteria and want to know more then please make contact as we would love to talk to you.

Contact Claire van Tonder on 07 3338 5794 for a confidential discussion.

