

POSITION DESCRIPTION

Title of Position: Content Marketing Lead

Reporting to: Marketing Manager

Overview:

This position is responsible for the development of content to support the execution of marketing strategies, campaigns, events and digital channels for the whole of the AWRI. The role involves communication to key grape and wine industry stakeholders and the broader food and beverage sectors.

Qualifications:

A relevant degree in Marketing or related field

Experience:

Essential

- At least five years' experience in a creative or brand-focused role
- Strong copywriting and content creation skills with the ability to present complex material in simple and clear language
- Ability to meet deadlines with a high-quality work output
- Ability to work and communicate successfully within a multi-disciplinary environment, maintain effective working relationships and contribute positively in a team environment
- Knowledge of digital tools (Meta Suite, Google Ads, Google Analytics, SEO and CRM)
- Digital marketing experience

Desirable

- Wine industry background
- Experience with video editing

Principal Accountabilities:

The principal accountabilities associated with the Content Marketing Lead role include:

1. Development of high-quality digital content including advertisements, social media, videos and webinars, aligned with our brands.
2. Edit and approve content prepared by AWRI staff destined for publication including, non-peer-reviewed media, articles and posters.

3. Update and maintain the organisation's websites, ensuring they remain current, are SEO-friendly and provide an optimal user experience.
4. Manage organic social media content including scheduling, publishing, monitoring engagement and responses.
5. Support the delivery of email campaigns to drive conversion, loyalty and storytelling.
6. Support marketing performance through reporting using tools such as Google Analytics, social media insights and other online tools.
7. Lead the development of collateral including corporate publications, marketing materials and promotional items.
8. Oversee the staff seminar program.
9. Collaborate with internal teams to ensure consistent and coordinated marketing efforts.
10. Stay up to date with digital marketing tools and trends to drive continuous improvement.
11. Promote the general well-being of the AWRI by ensuring that all contact with clients, staff or the public is performed in a professional and confidential manner.
12. Undertake other duties as directed by the Marketing Manager or the Managing Director.
13. Accept that all intellectual property, patents and discovery arising during the course of employment remain the property of the employer organisation.

Person Specification:

1. In-depth knowledge of marketing, brand and communication principles.
2. Excellent communication skills, both verbal and written, and strong interpersonal skills with a capacity to build and maintain effective relationships with a range of internal and external stakeholders.
3. Well-developed design skills and a sound understanding of social media platforms and other digital applications including the Adobe Creative Suite, Canva or other editing apps.
4. A high level of initiative and excellent organisational skills, with a strong emphasis on time management and managing competing deadlines.
5. Strong attention to detail, highly organised and efficient, with a focus on customer service and continuous improvement.

Workplace Health and Safety Responsibilities:

Employees and students must take reasonable care to protect their own health and safety, and have responsibilities to:

1. Ensure that they do not increase the risk to the health, safety or welfare of others through any act or omission.
2. Obey reasonable instructions that are designed to protect their health, safety and welfare.
3. Use, in the appropriate manner, equipment that is provided to protect their health, safety or welfare.

4. Not wilfully interfere with, or misuse, items or facilities provided in the interest of health, safety or welfare of employees.
5. Ensure that they are not affected by alcohol or any other drug to such an extent that they endanger themselves or others.
6. Report promptly, any hazards, incidents or injuries to their Manager/Team Leader.