

ABOUT THE ROLE

The Junior Creative Producer will execute on the creative vision of the Senior Creative Producer across all Mamamia Events (IRL and Virtual). You will have front end creative input and executional responsibility from the conception to delivery to ensure events remain industry-leading, fresh, relevant and true to the Mamamia brand.

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| Duration | Full time |
| Location | Sydney |
| Reports to | Senior Creative Producer |
| Direct Reports | Nil - manage offshore resources as required |

RESPONSIBILITIES

SOCIAL MEDIA CONTENT CREATION AND DISTRIBUTION

- Conceive of and/or create social assets including: long form text, videos, memes, GIFs and social tiles.
- Write the copy for social media and paid ad captions in the Mamamia tone of voice.
- Stay across social media trends and pitch ideas to harness them
- Assist with distribution and scheduling of content, including briefing offshore virtual assistant
- Pitch promotional ideas to Creative Producer and team
- Review data and insights, make suggestions to optimise and improve reach, engagement and click through rates.

MEASUREMENTS

- team feedback
- progress to deadlines
- reach
- engagement
- click through rates

COPYWRITING

- Draft website copy and optimise for SEO
- Draft copy for email marketing and EDMs, written articles, scripts and other written content
- Edit and proof copy from other employees to ensure it aligns to the Mamamia tone of voice
- Pitch subject lines
- Review data and insights, make suggestions to optimise and improve opens and click through rates, and reduce unsubscribes.

- team feedback
- progress to deadlines
- opens rate
- click through rate
- unsubscribe rate

EVENT CONTENT

Assist with creation of content for events, including:

- Research topics and creating educational summaries
- Suggest topics and expert/talent
- Draft interview questions
- Script videos
- Assist with the production of recording sessions
- Create transcripts (using software)
- Manage video team and provide feedback on drafts

- team feedback
- progress to deadlines
- customer feedback

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| <p>BRANDING AND IDENTITY</p> <ul style="list-style-type: none"> - Work with Creative Director and Senior Creative Producer to summarise the vision for each event - Translate vision into creative brief for designers to create brand identity - Act as custodian for the brand identity, ensure all assets and communications align to the brand | <ul style="list-style-type: none"> - team feedback - progress to deadlines - website traffic to sales page |
| <p>PAID SEARCH AND SOCIAL ADS</p> <ul style="list-style-type: none"> - Assist with creation of assets for paid social campaigns: videos, still images and captions - Draft ad copy using relevant keywords - Review data and insights about ad performance, make suggestions to optimise and improve number of sales | |
| <p>COMMUNITY INSIGHTS AND MODERATION</p> <ul style="list-style-type: none"> - Monitor and moderate comments on social media content (escalation point from offshore assistants) - Regularly review comments and provide report to Senior Creative Producer about key themes and opportunities. | <ul style="list-style-type: none"> - team feedback - number of issues per quarter |
| <p>ABOUT YOU</p> | |
| <ul style="list-style-type: none"> • Exceptional written, editing and copywriting skills. Experience in writing creatively and quickly across a range of mediums. • Digitally obsessed and social media savvy. Skills and passion for social media platforms are more important than professional experience. • Confidence social media creator - video editing skills (on computer e.g., Premiere and phone e.g., Capcut); - Canva proficiency is key. • Eye for design, and ability to execute • Strong understanding of trends and the creative skills to harness them. • Enthusiast and proactive approach to learning new skills- there are lots of opportunities to learn from experts across the Mamamia group. • Ability to give and receive effective feedback with curiosity and respect. • Strong analytical skills and the ability to adapt a measured approach in a fast-paced environment. • A strong commitment to continuous process improvement, initiatives, and ability to solve problems creatively. • Possess a PMA (Positive Mental Attitude) and wow your clients and co-workers every day | |