



SOCIAL MEDIA CONTENT MARKETER FOR A FINTECH DOING GOOD

WHO WE ARE 🙌

Self-employed people are responsible for their own superannuation. But because the process is overwhelmingly complicated, most will get it wrong, or they'll just lump it in the 'too hard' basket and do nothing about it.

So despite a lifetime of hard work, most self-employed Australians will struggle to achieve a comfortable retirement.

GigSuper is a super fund that was built on the simple idea that you shouldn't need to be a finance expert to do super properly when you're self-employed.

We've created a fund with a purpose-built app and experience that makes it easier for self-employed folks to get started. We then help them automate their savings.

This means there's finally a clear path to a more comfortable retirement for the 1.3 million self-employed Australians who work as sole traders, freelancers, photographers, consultants, tradies, drivers and riders, creatives, independent contractors, celebrants, coaches...and even the guy you hire to put your IKEA stuff together.

WHO WE'RE LOOKING FOR 🙋

We need a champion for social media content at GigSuper. We're looking for an experienced social media pro, meme-legend, and word nerd.

You'll work alongside senior marketers and leadership, ferociously experimenting and obsessing about growth and engaging content. We have a defined vision for the marketing strategy, but we want you to seize the opportunity to shape our vision, add your own unique ideas, and help us execute.

This newly created role will see you take the lead on social media content creation, scheduling, implementation of brand partnerships, and other creative initiatives as part of the strategy. You have a good eye for engaging content and you're skilled with a smartphone camera.

We're looking for an experienced Social Media Content Marketer, who produces highly engaging content for a range of platforms and is not afraid to take ownership of campaigns from development to execution.

Reporting directly to the Head of CX & Community you will also support the Partnerships Manager with programs, campaigns, and initiatives across the entire funnel including awareness, acquisition, retention, and growth.

In this role you'll be responsible for creating and executing a strategic social media content plan:

- Developing campaign ideas and strategies alongside the wider marketing, acquisition, and partnership teams (20%)
- Creating a variety of highly engaging and relevant content – social posts, Stories/Reels, social video scripts, blogs, briefs, landing pages, profiles, case studies, emails, etc. (60%)
- End-to-end campaign management, scheduling and reporting (20%)

Your day-to-day will include:

- Ensuring consistency of branding across all marketing activity and aligning social media activity with the overall content strategy.
- Integrating social media content across other owned channels where appropriate.
- Identifying and creating collaborations with brands, partners, influencers, and ambassadors to produce content.
- Managing and producing asset delivery for the always on cycle of lead generation campaigns.
- Managing a responsive community to ensure a great experience.
- Providing social media content thought leadership, innovation, and process improvement initiatives.

- Continually reviewing marketing coordination efforts and processes to identify operational efficiencies to provide recommendations to the Partnerships Manager.
- Providing end-to-end management for all social media marketing campaigns, including briefing, developing, delivering, and reporting.

WHO YOU ARE 🙌

Creating original content comes naturally to you and you are driven by writing, managing and implementing an effective content strategy that aligns with business goals. You believe that correct grammar and spelling are non-negotiable and you enjoy engaging in dialogues across social media platforms.

Your finger is always on the pulse, and you're a step ahead in understanding the ever-changing world of social media and digital. You're a creative thinker, love content, and are a champion for brand storytelling to connect with customers.

You're also...

- A meme-legend, GIF pro, and word nerd (writing great copy is a must).
- Not interested in being a "cog-in-a-wheel", and thrive in environments where you are given autonomy and ownership.
- Experienced in either startups, agencies, small organisations, or entrepreneurial endeavors.
- Self-driven, able to manage your own workload, drive your own projects, and deal with ambiguity.
- Flexible to undertake a variety of tasks – with disciplined time management skills – and an ability to meet tight deadlines.
- Output focussed with a roll-up-your-sleeves attitude to find solutions to your problems and get things done.

Bonus: You've got your finger on the pulse of everything small business and freelancing, as well as, up and coming trends that you can easily recognise to be a good fit for brand collaborations and business opportunities.

WHY YOU SHOULD WORK WITH US 🍷

We can offer you...

- An opportunity to get in on the ground floor of an exciting start up and play a key role in designing a superannuation product that takes people who are most likely saving nothing – and on the way to retiring with 50% less than everyone else – to saving 10%+ of their income in super each year.
- Flexibility regarding where and how you work. This role will require varied hours and we're constantly exploring new ways to support our people.
- A culture of smart, fun, and values-driven people, where everybody's voice matters.
- Cool offices in the Melbourne CBD, for whenever we return to them....
- Plenty of autonomy and opportunity to grow with us.

If this sounds like a role made for you, please send 3 examples of Instagram imagery (create or source your own) with captions using our tone of voice – with the subject line [Social Media Content Marketer] – to gigs@gigsuper.com.au