



## **JOB DESCRIPTION: Digital Marketing and Social Media**

### **About the business and the role**

Introducing MyCo; a rapidly growing business, focusing on revolutionary ideas and opportunities in the Global Food & Beverage and Health & Wellbeing sectors.

With a proven track record, we are a leading in building start-ups into established businesses, by designing strong operational frameworks for them. We are known as a first mover with a keen ability to commercialise products and build successful brands.

Located in the heart of the stylish Hawksburn Village, MyCo can be found in a converted warehouse, neighbouring great eateries, boutique shops, gyms and public transport.

This role has a primary focus in dynamic content creation and digital marketing management and communication across multiple brands. This will encompass all areas of internal and external communication and therefore will require previous experience in content creation, copywriting, writing of marketing literature and website building. We are therefore looking for an energetic self-starter, someone proactive, adaptive and inspired, to join our tight kit, fast paced team.

### **Key competencies and responsibilities include, but are not limited to:**

- Create, curate and manage relevant content across digital platforms (images, video and written)
- Photography
- Strong copywriting skills
- Build and manage social media marketing campaigns through competitive research, platform determination, benchmarking, messaging and audience identification
- Writing marketing literature (brochures, press releases etc.) to augment the company's presence in the market
- Continuously improve by capturing and analysing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Experienced in the building and maintenance of websites
- Microsoft Office Suite (Word, Outlook, Excel, PowerPoint)
- Liaising with external parties to facilitate the creation of marketing collateral
- Community management
- Brand management
- Presentations, sales support material creation (however you would like to word it)
- PR management

### **Knowledge, skills and personal attributes to include:**

- Have the X-factor
- At least 3 years minimum relevant experience
- Relevant tertiary qualifications in Marketing, B.Bus (Marketing) B. Arts (Comms)
- Well organised with a strong work ethic and high attention to detail
- Courteous and reliable with high personal standards
- Highly productive, with exceptional multitasking and time management abilities
- Professional, with a high level of discretion
- Enjoy problem-solving and having well-tuned critical thinking skills
- Have exceptional interpersonal and communication skills
- Thrive in a team environment but also having the ability to work independently

MyCo Pty Ltd

**Address:** 40 Errol St, Prahran VIC 3181

**Phone:** 1300 006 926

[www.myco.net.au](http://www.myco.net.au)



- Resourceful and the first to take initiative
- Have strong copywriting and creative skills
- Digitally savvy with the ability to build and maintain websites
- Know Microsoft Office Suite (Word, Excel, PowerPoint, Access, Outlook)
- Able to multi-task and meet deadlines

The position is full time 8:30-5:00pm. To apply, please send your resume and a letter addressing the selection criteria to [vicky.pappas@myco.net.au](mailto:vicky.pappas@myco.net.au), using the subject line: **Digital Marketing Application.**