

# We're hiring— Writer & Social Media Coordinator—Travel

Starts at 60 is Australia's most dynamic digital media, travel and marketing affinity brand. Our latest venture, Travel at 60, is changing the way Baby Boomers research and book travel experiences online. We're looking for a dynamic, experienced travel writer and social media manager to be a core part of our growing team and help build the next phase of our business' growth.

**Job Type:** Full Time, Permanent

**Location:** West End Brisbane

**Supervisor:** Head of Content - Travel

## **Outline:**

Our travel writer and social media coordinator will assist with the creation, selection, scheduling and management of travel content, travel deals and along the way helping to make Travel at 60 the go-to place for over 60's to research and book travel. Your passion for travel will be self evident; you'll be a great storyteller and you'll bring with you a solid digital and social foundation. You'll be that type of person who wants to learn, grow and be an active part of the changing digital media environment and travel marketing landscape, in a brand dedicated to the excitement of travel in retirement.

## **Qualifications:**

- A degree in marketing or journalism/media/communications.
- Well travelled.

## **Experience:**

- 3+ years experience in digital media-led role.
- Experience in using Wordpress, Facebook and email marketing platforms.

### **Main Duties:**

- Write daily travel content and feature travel content for Travel at 60.
- Coordinate the site content selection guiding it for the best possible social media and engagement outcomes.
- Oversee the statistics and engagement of the site, guiding continual improvement.
- Help to execute the social media strategy under leadership from the Travel at 60 social team.
- Assist with management/moderation of our community of readers and contributors.
- Conceive and create memes and other reader engagement content and manage its publication on social media.

### **Skills:**

- Strong social media skills and knowledge in a live trending media environment.
- A great travel writer.
- Well organised and able to meet deadlines.
- Excellent written and verbal communications.
- Experience in Photoshop, Wordpress, Microsoft Office, email marketing tools.
- Some understanding of digital video a bonus.

### **Soft Skills:**

- A strong understanding of the needs and interest of the over 60s
- An ability to work fast, with good results
- Strong writing skills
- An ability to edit content quickly for digital readership
- Knowledge and use of Facebook in a highly engaged media environment

### **Tasks:**

- Weekly content planning and selection
- Daily content oversight and quality management
- Social engagement monitoring
- Social strategy insight and tactical management
- Writing of content

**Role Type:** Permanent Full Time