

Content Market

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Company: FCM Travel

Location: Australia

Category: arts-design-entertainment-sports-and-media

The **Content Manager for Australia/NZ** is an integral role in our Global Corporate Marketing strategy. The purpose of the role is to produce engaging content that has a measurable impact for customers and brands. This role is primarily responsible for content creation and co-ordination of freelancer or agency content creation. The core accountabilities of this role are Content Planning, Content Creation and Freelance Management.

Day to day you'll be...

Researching, planning and creating content strategy for Flight Centre's corporate brands (FCM and Corporate Traveller) to produce high-performing content pieces

Writing and editing content pieces for corporate brands aligned to their customer insights, brand guidelines and TOV across a variety of mediums including websites, blogs, third party sites, socials, emails, and more

Working with in-house and external creative agencies to deliver other forms of content – videos, podcasts, social media posts, infographics etc

Sourcing, organizing and project managing freelancers or contractors for all overflow work when required to execute content production externally

Project managing content development from inception through to delivery

Ensuring all content produced is in line with SEO and broader digital marketing best practices, while ensuring a positive on-site experience for the user

Completing content audits and creating content marketing strategies that are aligned to brand goals, objectives and industry standards

Producing content in line with the agreed-upon schedule with the brands, by project managing your own schedule and deliverables

Liaise and receive feedback from the internal content team or brand directly about delivered work, and implement feedback given through the editing process

Meeting global team members face to face or via teleconference to discuss content, strategy, results, progress and next steps

Collaborating with our incredible Corporate Creative Studio team members, scattered across 5 continents.

Working closely with other Australia and New Zealand teams including digital marketing & design to ensure strategies are well-aligned across disciplines and are all working to achieve brand goals

We'd love to hear from you if you have...

3+ years in a content and/or communications function

Experience in the travel category desirable

Bachelor's degree (or higher) in Communication, Journalism, Marketing or Business

What's in it for you?

Set sail and tick destinations off your bucket list with our discounts on travel and accommodation

Employee Share Scheme through Equate Plus

Access to in-house financial and health services, internal 24/7 gym and End-of-Trip Facility

Receive ongoing training and professional development through the Flight Centre Landing

Excellent hybrid working model.

Preference for internal progression through Brightness of Future: Employees have the right to see a clear pathway to achieving career ambitions.

Proud Corporate Social Responsibility platform through the Flight Centre Foundation, and Brighter Futures programs

Opportunity to attend global awards events, including Global Gathering (Bali 3; Lisbon 4!!)

Various social events to promote networking, the celebration of wins, and sometimes just for fun!

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