

Pr & Content Marketing Manager

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Company: Tasman Environmental

Location: Australia

Category: other-general

Empowering businesses towards a carbon neutral future. 0 + dedicated climate specialists
native forest regenerated on TEM-managed projects

0 million offsets TEM has retired for our customers

Let's take a step together, we'll show you how. TEM is combating climate change by partnering with big business, airlines, travel and transport companies to offset their emissions. Our people drive our mission. Join us.

PR & Content Marketing Manager (B2B) Purpose of role In this exciting period as TEM continues to grow, this role will play a key role in promoting and protecting TEM's brand and reputation. It will support the implementation of TEM's new Marketing and Communications strategy and produce and help monitor a range of written and digital content for TEM's external and internal marketing and communications channels.

Key responsibilities Supporting the implementation of TEM's new Marketing and Communications strategy, focused on building TEM's external reputation, supporting key business announcements and promoting customer stories Supporting TEM's media activities, including help draft media releases and the management and maintenance of media distribution lists, liaising with journalists and helping establish/ strengthen relationships with key Australian and Asian media Staying across topical issues in the industry and wider current affairs to help identify and maximise opportunities where TEM can provide unique insight Helping manage the team's busy content/ marketing calendar, including scheduling and publishing content on owned channels Planning and producing written and digital content for TEM's external and internal marketing and communications channels, such as social media

posts and eDMs/newsletters. This includes creating graphics using Canva and using HubSpot and LinkedIn Helping monitor and report on media coverage, marketing/ content performance and social channels' growth and engagement metrics Building relationships with key external stakeholders, including customers, to bring our marketing and communications strategy to life, as well as helping customers to confidently communicate about the impact of their carbon offsetting Collaborating with the broader business to uncover insights that inform future marketing and communications activities Other duties Fulfil other duties as required by management and other department personnel as requested/required. Your Skills & Experience The successful candidate will have sound business acumen and conceptual thinking skills whilst being passionate about being part of a high performing team that has a reputation and track record within the carbon market.

Key attributes include:

Outstanding writing skills, including media release writing skills, and a genuine love for writing Strong attention to detail The ability to create a range of marketing and communications materials for different B2B audiences and their customers (Ideally) Canva design skills Ability to thrive in a fast-paced, ever-changing work environment in a small team Key experience required from applications for this role:

3 years+ experience in a B2B PR, corporate communications or content marketing role Experience with sustainability related MarComms is an advantage Relevant tertiary qualifications in marketing, media or communications Media relations experience, including writing media releases, developing media and communications plans, and evidence of success pitching stories to/working with journalists Experiencing developing and implementing content marketing plans that drive measurable results Understanding of the Australian and (ideally) Singapore media landscapes, including relationships within the journalism community LinkedIn content creation and management experience (Ideally) Events experience, including supporting industry conference activities and running online events (Ideally) SEO and website CMS experience #J-18808-Ljbffr

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