

# COLLECTIVE HUB

Collective Hub  
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collectivehub.com

## **Digital Writer** **Full Time // Sydney, NSW**

**Collective Hub is looking for a versatile, creative and highly organised writer to join our digital team to create engaging, timely and inspirational content for collectivehub.com and related digital properties/channels.**

You will be a broadly skilled, quick and versatile writer with a passion for storytelling and a love for innovation, the news cycle, pop culture, the lifestyle and wellness environment, philanthropy/social causes and current trends.

You'll report to the Web Editor and be a key part of the company-wide content team to create editorial, photographic and video content that speaks powerfully to our engaged audience and empowers them to be their best self at work and life. While your focus will be digital, you will span all content-related activities of the company when required, including Collective Hub magazine.

In this role, you'll hunt down interesting angles, interview and research subjects, create compelling content, help with editorial planning and editorial workflow (fact checking, proof reading, uploading content etc.), liaise with influencers and talent for guest blogs, work on native content, interact with freelancers, commission articles and help grow our digital community.

Content will be driven by performance metrics and you will need to be able to understand (and be interested in) website analytics. You will also use data analysis tools and programs to monitor the performance of digital content and be able to identify actionable insights that will be implemented into future content.

This will be a fast-moving, fun, rewarding and career-building opportunity – and you'll be a vital part of the entire team at Collective Hub, one of the most open-minded, progressive and innovative organisations in the media landscape today.

### **More on *Collective Hub*:**

Collective Hub is a multimedia brand that encompasses engaging print and digital content, bespoke events, strategic collaborations and unique product extensions. It started with a print magazine, now distributed into 37 countries, and was founded by the vibrant, game-changing entrepreneur Lisa Messenger with a vision to uplift and empower people to live their lives to the fullest. Combining style and substance with a fresh perspective on the issues that matter most, *Collective Hub* covers business, design, technology, social change, fashion, travel, food, film and art.

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## More on your new role:

- Research and write articles daily
- Write content headlines (A/B testing), captions, tags and social media posts
- Monitor the news cycle, TV, radio, print and related online content daily
- Upload, arrange and schedule content
- Pitch story ideas including series and content gathering suggestions
- Identify and develop key relationships with organisations and businesses that serve as potential sources of content
- Organise or be part of photoshoots and video filming and video shoots
- Source site imagery Interact with freelance writers and edit content depending on skill level and experience
- Help the Web Editor establish data content feedback loops for all content
- Fact checking and proofreading
- Write video and TVC scripts
- Work with the partnership teams to create native content
- Support the marketing team with our weekly EDM

## Essential skills and attributes:

- Tertiary qualifications or equivalent in media, journalism or communications
- At least two years' experience in journalism, communications or new media (digital experience preferred)
- Strong written and verbal communications, attention to detail, research and personal organisational skills
- Demonstrated versatility of writing styles, approach, voice and tone
- A proven team player with the ability to write quickly, to deadline and under pressure
- Has a strong interest of the key interest areas and trending topics of our audience: entrepreneurialism, wellness, thought leadership, pop culture, fashion, music, tech, philanthropy etc.
- Has or is developing an innate news sense and ability to track down stories that will resonate with our audience and cut through the 24/7 digital environment
- Has a commitment to systems and processes and general editorial workflow principles
- Is digitally savvy across multiple platforms
- Has an understanding of social media and the amplification of digital content
- Has an understanding of digital content analytics and measures
- Professionalism, demonstrated journalistic integrity and ethics
- Demonstrated creativity
- Lateral thinker, resilient, dedicated, confidence and flexible

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## Desired skills:

- Knowledge of HTML, CSS, JavaScript and WordPress
- Experience in content management platforms, e.g. CoSchedule and/or Percolate
- Experience in Adobe Photoshop and Indesign
- Understanding of SEO principles
- Understanding of information architecture and website user experience

This will be a fun, rewarding and career-building opportunity for a dynamic, ambitious and talented writer or content creator with digital experience.

## Want to join the team?

Send your cover letter and CV, along with any supporting information you deem helpful, to [careers@collectivehub.com](mailto:careers@collectivehub.com) with **“DIGITAL WRITER”** as the subject.

We’re intentionally growing our company, always hire with our overall culture in mind and always appreciate extra effort and creativity in applications.

Good luck!