

JOB DESCRIPTION

Position Title: **Research and publishing graduate – 12-month position**

About the job:

contentgroup - Canberra's content communication agency of record for government and the public sector - is seeking a talented and motivated recent graduate to help propel the business forward in its mission to strengthen communities and improve lives through effective content communication.

The contentgroup research and publishing graduate will be a positive self-starter, with ideas by the hundred and a passion for innovation.

Responsible for supporting the functioning of the contentgroup publishing team and research arm, the ideal candidate will work alongside the data analyst and web developer, and report to the content communication manager.

They will have a strong and varied skill set that covers off research, social media management, journalism or copywriting, and business. A strong network of public-sector contacts will be highly regarded, as will previous experience in a similar role.

Responsibilities:

- Keeping on top of contentgroup's research projects, contributing to a publishing strategy that will effectively share the research assets with our global audience.
- Work alongside the contentgroup data analyst and web developer to measure and evaluate the publishing output of contentgroup, presenting insights from analytics and making recommendations based on the data.
- Research, create and present a professional Instagram and influencer strategy for contentgroup to expand its audience and increase traffic the company's website.
- Contribute to the production of contentgroup's InTransition podcast.
- Contribute original and curated content to be published across contentgroup's various online channels.

Requirements:

Qualifications:

- A bachelor's degree in communications, business management or IT.
- Advanced knowledge of and experience with Word, PowerPoint, Excel, Outlook.
- Strong writing and research skills.

Applicants must have the right to work in Australia and have the necessary visa/s if not an Australian citizen.

Advantages:

- Previous experience working in a marketing business environment.
- Training in or experience with Google Analytics.
- Experience using an integrated CRM system for sales and marketing purposes.

To apply, please send your CV and a cover letter outlining why you're the ideal candidate for this position to jemma.galvin@contentgroup.com.au. Applications close Monday 26 June 2017.