

Position Description

Title:	Communications & Content Manager	Reports to:	Chief Marketing Officer
Team:	Marketing	Type:	Full Time
Location:	Head Office – Surry Hills	Position Description Completed:	March 2022

About Aurora Expeditions

Aurora Expeditions is an award-winning, Australian-owned expedition company celebrating its 30th anniversary. A pioneer in Polar Expeditions, Aurora is deeply committed to environmentally responsible travel. We are committed to preserving the beauty and majesty that mother nature possesses, and we take real actions for the care of the planet.

Founded on the guiding principles of adventure and endless exploration, the small-ship experience is intimate and friendly, and Aurora Expeditions takes people on perspective-altering experiences to some of the most remote and incredible places on Earth.

Aurora's two purpose-built small expedition ships the *Greg Mortimer*, and our brand-new ship the *Sylvia Earle*, are both designed for endless discovery.

About the Role

This is unique opportunity to join a talented team that delivers extraordinary experiences, so if this role captures your imagination, then apply now!

Reporting into the CMO, the Communications and Content Manager is responsible for the creation, commissioning, and management of a compelling Content Program for Aurora Expeditions across key channels including website and social, which is aimed at driving brand, customer engagement, advocacy and commercial outcomes for the business.

Key Accountabilities

Position Description

- Develop content to underpin a strong and unique customer value proposition
- Responsible for deploying content across all social media platforms and website channels with a strong focus on video
- Create rich, short-form and long-form content to help drive desired actions from customers
- Be the conduit between Marketing, Product and Sales & Reservations Teams to ensure content performs its critical role of inspiring, nurturing audiences and ultimately converting and choosing to travel on voyages with Aurora Expeditions.
- Work closely with our SEO team to grow the organic footprint of the brand | business.
- Evolve Aurora Expeditions' content offering to provide a seamless experience for customers - consumer and trade.
- Driving audience engagement on our social media platforms through relevant content production, delivery and analysis; and managing and inspiring digital communities to talk about our brands.
- Being responsible for managing the reputation of our brands through review websites.
- Managing the content asset bank, including proactively working cross-functionally to identify and solve gaps in content needs.
- Collaborating with our Sales & Reservations team and sharing any concerns brought up by our customers via review sites and social media channels.
- Collaborating with our CRM specialist on copywriting, content creation for emails/communications across various phases of the customer journey.
- Tracking, analysing and reporting on social media and website content performance and metrics, including using Google Analytics and relevant social media analysis tools.

Our values

Respectful, inclusive, fun-loving, adventurous, genuine care for the planet