

PRIVATE MEDIA

Marketing Assistant

About us

Private Media is Australia's leading independent digital media company with five distinctive publications: Crikey, The Mandarin, SmartCompany, Startup Daily and Flying Solo. Entirely digital from the start, we've spent more than 20 years investing in Australia's best journalism. With the recent addition of Pinstripe Media, we've expanded our reach into the startup and small business community. We employ over 50 people across offices in Melbourne, Sydney and Canberra, and have a network of over 100 contributors across the globe.

If you want to be part of a dynamic, purpose-driven media company making an impact, this is the place.

Our values

1. **Growth focused.** We believe in the positive impact of each brand. We are determined in our plan and actions to achieve each of our missions. We act individually and as a team to overcome obstacles.
2. **High standards.** We have high expectations of ourselves because our readers and customers deserve the best. We care about each piece of work we do. We welcome feedback as we know it helps us meet the standards we set.
3. **Thinking deeply.** We do not rush to superficial conclusions. We welcome the chance to go deep on hard topics. We respect our colleagues enough to constructively criticise their ideas.

About the role

Reporting to the Growth Marketing Manager, you will play a crucial role in supporting the team and gain valuable experience across various facets of customer engagement. You will contribute directly to social media content and ad creation, develop compelling rich content, and actively assist in all marketing initiatives designed to connect with our audience. This position is ideal for an enthusiastic individual eager to learn and grow within a dynamic marketing environment.

Roles and responsibilities

Responsibilities	Description
Marketing Campaigns	<ul style="list-style-type: none">● Support the team in implementing brand strategies for our mastheads● Utilise marketing technologies to build customer journeys and conduct tests to measure effectiveness● Assist with market research as required● Aid in the production of marketing collateral and content in collaboration with the Design team

Responsibilities	Description
Administration	<ul style="list-style-type: none"> ● Provide administrative support to the Marketing team across all aspects of their work ● Populate report templates with campaign performance statistics
Collaboration	<ul style="list-style-type: none"> ● Work closely with all members of the wider Growth team ● Assist with various projects and events on an ad-hoc basis ● Engage in stakeholder management and the end-to-end process of project work
Content Creation	<ul style="list-style-type: none"> ● Assist with the setup of paid social media campaigns or the creation of organic social media posts ● Develop compelling rich content for various marketing initiatives, connecting with our audience across different platforms and formats
Other	<ul style="list-style-type: none"> ● Provide support with comment moderation and other customer service-related tasks

Skills and experience

Ideally, you will have 1-2 years of marketing experience, including creating social media content and ad campaigns across various platforms. We actively encourage applications from underrepresented groups and urge you to apply, even if you don't have all of the below skills/experience:

- Demonstrated ability to develop engaging and effective content for various digital platforms, particularly social media.
 - This could include creating posts, stories, videos, or interactive content that captures audience attention and drives engagement.
 - An understanding of different platform requirements and best practices for optimising content.
- High attention to detail is essential for this role.
- Eagerness to learn and quickly adapt to new challenges.
- Knowledge of digital tools and platforms — for example Google Analytics, Canva, email marketing, and updating WordPress or similar CMS.
- Confident written and verbal communication skill
- Comfortable managing multiple priorities and shifting focus when needed
- Keen interest in digital-first brands.

Salary information

This role is positioned at \$60,000 - \$70,000 per annum + superannuation, commensurate with experience.

Six good reasons you'll want to join us.

- **Flexible working** - Private Media has been digital-first for over 20 years so flexible working is innate to how we roll. Our team is 33% part-time or wholly remote and consistently rate flexible working as one of the best things we do (via engagement surveys). We champion hybrid working, with 2 office days a week for our Melbourne and Sydney staff - and invest into in-person gatherings for protecting culture.
- **Our editorial mission** - We are a proudly independent media organisation. We believe unreservedly in the principle of a free press, one which holds power to account, champions journalism and serves

the interests of our readers. Our staff understand our work is meaningful and our editorial mission is something to be proud of.

- **Growth focused** - As one of our core values, we take growth seriously. Each staff member has their own individual growth map, which is checked in on every quarter with their manager and is part of the “Juniversary” annual review. This is complimented with a \$400 learning and development budget to encourage staff to prioritise their professional and personal development.
- **Our team** - Our team is supportive, smart, incredibly passionate and unafraid to challenge the status quo. We encourage cross-team collaboration, whether it’s work related or as part of #tuesday (themed company-wide Spotify jukebox). We have some pretty witty people and as a result some of the best banter in town.
- **Diversity and inclusion** - We have a proud history of publishing new writers and voices outside the mainstream, and are intentional about I&D in our policies, hiring strategies and performance culture.
- **A mentally healthy workplace** - We believe that clear roles, effective feedback culture, transparency from leadership on strategy and performance, and smooth processes are fundamental to building a happy workplace. We also have accredited Mental Health First Aid-ers and a dedicated EAP service, which includes 6 consults a year for staff and their family members.

How to Apply

Email your cover letter, resume and work examples to hr@privatemediacom.au by 30th September 2025.

In your cover letter please:

- Confirm that you are able to commute to our Melbourne CBD office to work 2-3 days a week
- Confirm your legal right to work in Australia

Show us your work:

Along with your cover letter, please include a PDF portfolio or a link to an online portfolio showcasing examples of your work. We’re especially interested in seeing creative campaigns you’ve contributed to across social media, email, or on-site/digital channels. If you don’t have a formal portfolio, a simple document compiling screenshots, links or campaigns summaries is fine, we just want to see a sample of how you think and create.

We will be reviewing applications as they come in, so don't delay. Only applications sent to hr@privatemediacom.au will be considered.