



Digital Business Journalist (News & Video Storytelling), SmartCompany - parental leave cover

About the role

SmartCompany is Australia's leading online publication for entrepreneurs, startups, and small-to-medium businesses, delivering trusted news, analysis, and insights to business leaders nationwide.

We are seeking a talented multimedia business journalist to join our busy editorial team.

Reporting to the *SmartCompany* Editor, this role is ideal for a capable and self-directed journalist with video reporting experience who is passionate about using digital media in innovative ways to report on Australia's small and medium businesses, with a particular focus on technology.

This is an exciting opportunity to help shape Australia's leading voice for entrepreneurs and small businesses through engaging written and video journalism.

What you'll be doing

- Research, write and publish high-quality daily news stories for Australia's entrepreneurs and the small-to-medium business community.
- Generate story ideas, conduct interviews and produce engaging written and short-form video content at the pace of a digital newsroom.
- Identify breaking news, emerging trends and exclusive story opportunities, with a particular focus on technology and AI.
- Collaborate with the *SmartCompany* Editor and editorial team on multimedia storytelling, feature articles and special editorial projects.
- Engage with our audience through social media, webinars and other digital channels, while using audience insights and analytics to help shape content.

- Continuously explore new storytelling formats, digital tools and distribution channels to grow *SmartCompany's* reach and impact.

What you'll bring

- Experience working in a newsroom, ideally covering business, technology or the SME sector.
- Strong news judgement, writing, interviewing and communication skills, with the ability to produce accurate content under daily deadlines.
- Experience creating or presenting video content, with a passion for multimedia storytelling.
- A genuine interest in Australia's small business community, entrepreneurship, technology and AI.
- A strong understanding of digital publishing, SEO, social media platforms and audience analytics.
- Confidence using AI-assisted tools responsibly to enhance workflows while maintaining editorial quality.
- A collaborative, self-motivated approach, with excellent organisational skills and a willingness to experiment, learn and embrace new ways of storytelling.

About us

Private Media is Australia's leading independent digital media company with seven distinctive brands (*The Mandarin, Crikey, SmartCompany, Startup Daily, Flying Solo, Business Builders* and *Your Money & Your Life*), a series of events and audio brands, and a content marketing agency.

We've spent more than 20 years investing in Australia's best journalism. With the addition of Pinstripe Media in 2025, 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.

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.

Six good reasons to work at Private Media

- **Flexible working is who we are:** Digital-first for over 20 years, flexibility is built into how we work. A third of our team is part-time or remote, and our hybrid model keeps our employees connected while supporting work-life balance.
- **Purpose-driven journalism:** We're proudly independently committed to holding power to account and producing journalism that matters. Our people know their work has a real impact.
- **Growth that's personal:** Every team member has a growth map and regular pit stops.
- **A passionate, supportive team:** Smart, curious and collaborative. Our people challenge ideas, not each other.
- **Diversity and inclusion that's intentional:** We champion new voices and perspectives, and embed I&D in how we hire, develop and lead.
- **A mentally healthy workplace:** Clear roles, transparent leadership and open feedback create a positive culture backed by trained Mental Health First Aid-ers and free EAP support for staff and families.

This is a full-time contract role with an immediate start (to June 2027) that may be performed remotely. Salary will be commensurate with experience, and we welcome applications from a diverse range of candidates.

Inclusion statement

We strongly encourage diverse candidates to apply, including people from multicultural backgrounds, LGBTQI+, Aboriginal or Torres Strait Islanders, people with disability, and over 45 years of age. We're looking for the best possible talent to join us at Private Media, regardless of age, gender, religion, race, sexuality, education or physicality.

Ready to apply?

Apply by emailing hr@privatemedia.com.au with your cover letter and resume. Please apply by Monday 31 August 2026. We will be reviewing applications as they come in, so don't delay.