

About us

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

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

- **Growth focused:** We believe in the power and potential of each of our brands. We're driven to achieve our missions as individuals and as a team and we face challenges with determination and optimism.
- **High standards:** Our readers and customers deserve our best, so we hold ourselves to high standards in everything we do. We take pride in our work, invite feedback, and see it as essential to continuous improvement.
- **Thinking deeply:** We don't settle for surface-level answers. We dig into complex issues, challenge assumptions, and engage in honest, constructive debate because rigorous thinking makes our work stronger.

About the role

SmartCo Media - the division that handles the SMB and startup publications and content agency - is looking for an energetic and highly organised events and marketing specialist to help bring our events to life, and make sure the right audiences are in the room.

This is a hands-on role spanning event marketing, event strategy and execution across SmartCo. Media's portfolio of business and startup brands, including SmartCompany, Startup Daily and Business Builders, as well as bespoke events for clients.

You'll take end-to-end ownership of events, with the support of the SmartCo Media team as well as our external event management partner, from planning through to promotion and delivery. The scope of events is diverse, including both ticketed and free community events such as awards programs, conferences, workshops, webinars, private dinners, and other community experiences.

We're looking for someone to play a central role in planning and delivering our events program. You'll be equally comfortable building an event run sheet, coordinating suppliers and speakers, creating and executing an audience marketing campaign as well as on-the-day co-ordination.

You'll report to the Content Marketing Director and work closely with editorial, commercial and creative teams across the business.

What you'll be doing

- Plan and deliver events from initial brief through to event day and post-event wrap-up.
- Develop and execute marketing campaigns to drive event entries, registrations, ticket sales and attendance.
- Develop event timelines, budgets, run sheets and production schedules.
- Coordinate venues, suppliers, catering, AV, speakers, hosts and other event logistics.
- Manage registrations, ticketing, attendee communications and event databases.
- Write compelling event marketing copy across emails, landing pages and promotional assets.
- Coordinate event promotion across email, newsletters, websites, social media and paid channels.
- Work closely with editorial, commercial, social, design and production teams to deliver successful events and partner commitments.
- Manage on-the-day event delivery, including suppliers, speakers, guests and troubleshooting.
- Use data and audience insights to continually improve event marketing and delivery.

- Track event marketing performance and produce post-event reports covering attendance, audience engagement, marketing performance and key learnings.

What you'll bring

- 3+ years' hands-on experience in digital marketing, community management, event management, or a similar role.
- Demonstrated experience and success developing marketing campaigns for driving registrations, entries or ticket sales.
- Experience planning and delivering events from start to finish.
- Strong project management and organisational skills.
- Experience with email marketing, CRM and event registration/ticketing platforms.
- Strong copywriting and communication skills.
- A good understanding of digital and social marketing.
- Confidence managing suppliers, speakers and multiple internal stakeholders.
- The ability to juggle competing deadlines and stay calm when plans change.

Experience working in media, conferences, awards, B2B events or the startup and small business sectors would be an advantage.

This is a full-time hybrid role, with three days a week in either Melbourne or Sydney.

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?

Please email hr@privatemedia.com.au with your cover letter and resume. Please apply by 19 October 2026. We will be reviewing applications as they come in, so don't delay.