Marketing Manager

Private Media is looking for a Marketing Manager to lead and deliver end-to-end marketing campaigns that drive audience growth, attract and retain subscribers, and promote the organisation’s commercial executions like events, webinars and industry awards.

This is a hands-on, strategic role for an experienced marketing professional who enjoys turning great ideas into impactful campaigns. You'll bring together creative thinking, campaign ideation and data-driven decision-making, while taking ownership of execution from concept through to delivery and optimisation.

It's a great opportunity for someone who is curious, collaborative and enjoys contributing to the bigger picture while rolling up their sleeves to make things happen.

About Private Media

Private Media is Australia's leading independent digital media company. Our seven publications (Crikey, The Mandarin, SmartCompany, Startup Daily, Business Builders, Your Money & Your Life and Flying Solo) sit alongside a content marketing agency. Entirely digital from the start, we've spent more than 20 years investing in Australia's best journalism, and we now have more than 50 people across Melbourne, Sydney and Canberra, plus 100+ contributors.

We're an ambitious, ideas-driven business that believes in the potential of every one of our brands. We hold ourselves to high standards because our audience and customers deserve our best, and we don't settle for surface-level answers, we dig into complex issues, challenge assumptions and debate honestly. It's a collaborative and flexible workplace where people are encouraged to think deeply, back their ideas and take real ownership of their work.

The opportunity

Reporting to the Chief Digital & Technology Officer, you'll take responsibility for:

- Designing end-to-end campaign plans covering channel strategy, copy, creative direction and sequencing.
- Delivering campaigns that hit free subscriber acquisition and paid conversion targets — proactively flagging risks or budget needs early.

- Planning and delivering event campaigns that drive awareness and ticket sales, meeting all commercial marketing deliverables on time.
- Managing campaign delivery across email, social, paid media and owned web, writing clear and compelling copy and briefing the design team on creative.
- Setting measurable KPIs, actively adjusting campaigns in-flight, and producing wrap reports that capture what worked and what to carry forward.
- Providing regular input on paid media spend, targeting and channel mix, and bringing at least one new campaign concept per quarter.
- Managing stakeholder communication, ensuring briefs are signed off, and keeping campaign status visible in Asana and Slack.

This is a permanent full-time role with a salary of $120,000 to $130,000 + superannuation commensurate with experience. It's a hybrid role, with at least two days a week in our Sydney office.

About you

You're someone who takes pride in doing great work, enjoys collaborating with others and is keen to make a real contribution to a growing, ideas-driven business.

You bring:

- 5+ years in campaign management with a track record of end-to-end ownership from concept through to delivery and optimisation.
- A natural campaign ideator: you generate ideas, not just execute them.
- Strong copywriting skills and being clear, concise, and effective across email, social, and web.
- Digital fluency across Google Analytics, CRM systems, email marketing platforms, and social and digital advertising.
- A data-driven mindset: you use performance metrics to make decisions and adjust campaigns in-flight.
- Proven ability to manage multiple campaigns simultaneously with strong prioritisation
- Clear, confident communication skills and a track record of influencing stakeholders across editorial, commercial and creative teams.
- Previous experience in a subscription-based digital business or digital agency is highly regarded.

You'll also bring curiosity, sound judgement and initiative, with a proactive approach to asking questions, digging into the details and finding better ways to get things done.

How to apply

Apply by emailing your resume and cover letter to hr@privatemedia.com.au by November 30, 2026. We'll review applications as they come in, so don't delay.