

# Digital Content Manager

Wedded Wonderland is Australia's most popular Wedding community. We have a following of 1.5 mill+ on social media, and are a trusted source for many Couples and Businesses alike.

As innovators and leaders in this space, COVID has presented many hindrances yet exciting opportunities in this market. Wedded Wonderland is transforming the way consumers engage with products and services for Weddings, Events and Life Ever After.

We have an exciting opportunity for an experienced Digital Content Manager to drive the next stage of our online growth and join us in this amazing journey.

Based at our North Strathfield office, you will be reporting directly to the Founder and Director of Wedded Wonderland.

This role will be primarily responsible for driving our digital and social media content strategy and team.

The Digital Content Manager will build an omni-channel approach to our content across all vertices, aligning with our marketing and sales strategy in nurturing new and existing followers and large communities. Content will be inspiring, educational and expert driven.

You must have a passion for Weddings, Lifestyle and Fashion, with a finger on the pulse of market trends, an in-depth understanding of Wedded Wonderland's position in the market, and our Customer journey.

Responsibilities:

- Management of all content including static, video, copy, imagery selection and briefing, editing, uploading and reporting
- Creating compelling content that is reflective of the brand, relevant and first and/or memorable to our audience
- Monitoring all media (including social) for all the big and trending wedding, entertainment, and popular culture stories as relevant for the WW audience.
- Leveraging SEO, SEM, email marketing, affiliate and social media strategies
- Drive the online customer experience to increase conversion through content strategies
- Conduct in-depth traffic analysis and research to generate insights and identify new opportunities for content growth beyond search.
- Leverage our strong and broad network of Stakeholders including Influencers, Business Owners and Experts
- Manage the site through promotional and seasonal periods, marketing online and through digital channels while adhering to brand guidelines in content

- Continually work with the eCommerce to optimise the website to increase conversion rates, using testing tools and other analytics insights to test recommendations
- Continually work on strategies to improve the customer journey and personalisation for our digital customer

**To be successful in this role, you will have:**

- Min 3 years' experience in a similar role at a digital or content company
- Understanding of long shelf life sales and customer journeys
- Experience in Facebook, Instagram, Youtube, Tik Tok and Pinterest platforms including content strategies for each
- Experience in driving E-commerce sales through content channels is a must
- Expert understanding of Digital and Social Organic Search, Google Adwords, Affiliate, Social and Display
- Understanding of omni-channel environments; website, customer care, CRM and advertising
- Strong analytical capabilities with an ability to use and interpret data to make data-driven decisions
- Self-motivation to think outside the box and develop creative/innovative solutions
- Proactive, attention to detail and results-driven attitude
- Understanding of niche industries and idiosyncrasies around this
- Demonstrated success in delivering online traffic that converts to community and sales
- The ability to formulate strategies to exceed business objectives and overcome challenges
- Strong communicator
- Experience with Google Analytics a must