



Recycled Timber | Milled Products | Joinery | Furniture Makers

MARKETING & CONTENT MANAGER

Thor's Hammer has been making architectural products, joinery and high quality artisan furniture from recycled timber since 1994.

We are searching for a community minded Marketing & Content Manager to be responsible for all aspects of our marketing operations. You will have great skills in writing and content creation, combined with the knowledge and experience to create or organise our wider marketing including advertising, PR and the occasional event.

The role is part time, approximately 4 days per week, and will suit someone who enjoys a variety of tasks and responsibilities. Depending on the skills you bring to the role, there is some flexibility in the position's total hours.

Key Responsibilities:

Content Creation & Co-ordination (50%)

SOCIAL MEDIA

- Develop engaging and creative social media content that aligns with our brand identity
- Create quick and candid content with action photos, videos and staff interviews around our showroom and workshop
- Schedule and manage social media posts across various platforms
- Manage regular photo and video shoots on and off-site
- Maintain a consistent and cohesive visual and written style across all content

WEBSITE CONTENT & BLOGS

- Craft compelling blogs and website copy to enhance our online storytelling
- Ongoing updates of website; stock, products, imagery, new landing pages
- Work with our SEO provider to continuously adapt and improve our website

EMAIL

- Writing and scheduling eDMs (1-2 per month) mostly using content you have already created for social media and blogs
- Managing and maintaining email list



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PR & Advertising (20%)

- Liaise and coordinate with our Google Ads and SEO agency
- Facilitate and/or organise social media advertising including Facebook, Instagram and Pinterest
- Co-ordinate the creation of and distribution of primarily content based advertising assets with external providers (TV, radio, news outlets, magazines, blogs & influencers)
- Leverage content to secure editorial placement

Administration (20%)

- Managing asset sharing systems and processes in Airtable
- Ongoing improvements to workflow, platforms and collaboration
- Providing reporting and budgets to the Managing Director
- Working with our Design & Sales team to categorise and upload photos to our web based DAM
- Managing our reviews platform to generate customer feedback

Events & Other (10%)

- Providing marketing materials for events such as workshop tours and exhibitions in our Mixing Room Gallery. This year we are turning 30 so there will be some extra events and activities happening.
- Learning in detail about some of our products and services to help you understand the business better and create relevant and technically correct content. If you are interested, you will definitely be able to get your hands on timber from time to time!



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About You

To succeed in this role, you will need to have:

- 3 + year's experience in content creation and the marketing skills outlined above
- The ability to write quickly and clearly and develop a style which reflects the values and culture of Thor's Hammer
- Basic photography and video skills for social media - more advanced skills would be a plus but are not essential
- A good understanding of current digital marketing trends and previous experience building successful content marketing campaigns with strong engagement.
- A very efficient & organised approach to your work
- Excellent computer skills.
- A passion for recycling, design & architecture and to be part of a company making environmentally responsible, high quality products.

Position Details

5 day salary: \$75,000 to \$85,000 + Super p.a. - pro rata for 4 days.

We are open to an equivalent hourly based arrangement (with conditions) as well.

How To Apply

Please email your CV with a cover letter referring to the job description to:
Thor Diesendorf – thor.d@thors.com.au