

POSITION DETAILS

Business Unit	Position Title
WeAre8 Australia	Social & Content Lead
Department	Reports To
Marketing	Marketing Director - Australia

About Us

WeAre8 is a social media platform on a mission to save the planet.

WeAre8 unites creators, the community, its citizens and brands to positively change the world.

Built on the belief that social media should serve you, value your time and empower you to make an impact every day, we have developed a platform that brings people together and includes a video advertising solution for brands that is transparent, efficient, effective and sustainable.

The WeAre8 platform enables brands to connect with people in an environment built with love and free from hate. Every time a brand advertises on our platform, we donate money to saving our planet and pay people for their time, who can then “pay it forward” to other areas of social impact such as disadvantage, equality, health and education.

WeAre8 is a certified B Corp committed to transforming the \$450B global digital advertising ecosystem to deliver social impact on the world and being a force for good.

WeAre8 is an equal opportunity employer. We believe passionately that employing a diverse workforce is central to our success. We make recruiting decisions based on your experience and skills.

We encourage applications from people with disabilities, LGBTIQ+ people, women, and people with diverse linguistic and cultural backgrounds for all of our roles.

Our Values

- **Inclusive** - We are for everyone. We don't care about the colour of your skin, who you kiss or how many followers you have, we value you for being you.
- **Magical** - We make the impossible possible. Together we have the power to change the world in just 8 minutes a day. Now that is magical!
- **Elevated** - We want people to feel elevated and valued when they use our technology and inspire them to use their collective voice to imbue positive change. We elevate and celebrate brands who are using their ad dollars as a force for good.
- **Trusted** - Transparency and trust is at the core of everything we do. Our technology enables brands and people to unite in a way that people feel valued, respected and rewarded everyday.

Location

We offer a hybrid work model (in our office - the 8 Space, and from home). The 8 Space is located in Surry Hills (5 minutes away from Central) and includes end of trip facilities, is in close proximity to hotels and restaurants and is dog friendly.

About the Role

This role is responsible for building and maintaining all interactions with the citizens of the WeAre8 community, its ambassadors and creators - both online and offline.

You will have a keen eye for producing killer digital and social content that is persuasive, has a consistent tone and voice that reflects the WeAre8 brand, and knows how to engage audiences on the right platforms at the right time to encourage Australians to download WeAre8 and be part of the community on a daily basis.

In this role, you will work alongside contributors to the WeAre8 platform, collaborating on content and imparting knowledge to ensure the best content experience is served up to citizens on the WeAre8 app.

About You

You identify as someone who actively wants to do things differently and work somewhere your talents are valued and are being used on a digital product that stands for good and actively gives back to people and the planet. You are a natural networker/connector with a warm personality, excellent interpersonal and stakeholder management skills and you will likely have experience in media, marketing, advertising, tech and digital sectors. You are passionate about purpose based media and want to use your skills to tell stories of change and encourage Gen Z and Millennials to turn their social media time into impact time on WeAre8.

Responsibilities

- Plan and execute a social content plan that encourages more Australians to become citizens of the WeAre8 community including curating and creating content for the 8Stage. At times working with global WeAre8 team members to coordinate activity against a monthly content calendar
- Work with ambassadors of WeAre8 (or changemakers) to craft meaningful content and tell insightful stories that have an impact value and aligns with the values of WeAre8
- Work with the broader marketing team to maximise paid marketing activity across digital and social channels, including amplification of live event partnerships and above the line marketing
- Be responsible for WeAre8 social handles across key social media platforms
- Moderate day to day citizen reactions to ensure WeAre8 maintains its position as a platform that fosters positivity

- Work with communication leads to amplify product announcements that help WeAre8 generate headlines for all the right reasons
- Establish guidelines and best practice techniques to engage the WeAre8 community
- Be the day-to-day contact for WeAre8 creators and contributors, assisting with platform enquiries and analytics
- Manage and monitor citizen enquiries through platforms like ZenDesk

Qualifications & skills required for this role

- Minimum of 5 years experience working on lifestyle or media brands
- Strong copywriting skills and strong sense of creativity and the ability to curate content and identify creative opportunities
- Experience producing multi-platform creative using design software, photography and video
- Ability to establish long term brand building content for digital platforms, but be adaptable in terms of short term content that adapts to citizen reaction and conversation
- Understand the power of PR, working with the broader marketing team to amplify and collaborate on key product announcements
- Ability to analyse platform performance metrics to draw actionable insights
- Ability to work with high profile personalities, at times guiding contributors on best practice
- Friendly & professional
- A team player who likes working with others and is able to build trusted relationships
- Wants to work in a fast-paced and vibrant environment, and can adapt to changing deadlines and priorities when presented
- Excited by the idea of being an early employee of a fast-growing startup business that has global growth ambitions

A note on reasonable adjustments - WeAre8 recognises that everyone is unique, and you might require some adjustments to ensure you have the best opportunity to apply and put your skills forward for consideration. If we can make some adjustments to our recruitment/interview process to support this please let us know in your covering letter.

What we offer

- Competitive salary
- Stock options
- Private health insurance
- Mobile phone reimbursement
- The opportunity to work on a global tech-for-good platform
- A dedicated focus on great company culture underpinned by our B Corp certification and our commitment to our people and our planet. Our team is our most valuable asset.
- Work-life balance - we work hard because we enjoy our work and we are on a mission to make an impact, we are also a B Corp who promotes wellbeing and sustainability for our people and the planet and we offer a range of wellbeing support, culture building events and other perks

To apply please email your CV along with a covering letter telling us a little bit about yourself, your salary expectations and if you need any adjustments to our process to: luke.middlemiss@weare8.com.
No recruitment companies please.