

# BUTTONS

## Position Title | Head of Content

Over the last 2 years, Buttons Support Services has developed into an exciting start-up and a business leading the new age of disability support.

Buttons is looking for individuals who are excited about driving a growing and impactful business to further successes.

We have a clear vision for the future, and are laser-focused on achieving our goals; of scaling our community, driving social impact and maintaining a premium service predicated on authenticity, compassion and fun.

### Where you fit in...

The '**Head of Content**' is a newly created role at Buttons, responsible for leading, producing and executing content marketing strategies across a variety of social media and digital platforms.

This role will revolutionise the way we communicate our brand, mission and impact to the wider community. Your goal is to help us grow our community, by converting stakeholders to brand advocates who will act as a megaphone sharing our brand.

Buttons is driving the new age of disability support: energy, connection and authenticity. We need someone who can drive and deliver digital content with a unique and creative approach.

This position is a key leader within Buttons and will drive the organisation alongside the Directors.

**Employment Type:** Part time (0.6 FTE)

**Start Date:** January, 2022

## Your Responsibilities...

- Leading the organisation to ideate and define content goals
- Developing content strategies to effectively reach our desired target audience and marketing goals.
- Creating content for a variety of social media platforms, EDMs, website visuals and other design-related tasks
- Ensuring that SEO and SMO strategies are effectively implemented.
- Coordinating with the marketing, design, and writing teams to ensure the timely delivery of assignments.
- Tracking consumer and content analytics and generating reports and presentations.
- Keeping up to date with content trends, consumer preferences, and advancements in the sector.

## Selection Criteria:

- Bachelor's degree in marketing, communications, or similar courses
- A minimum of three years experience in content creation, marketing, or communications
- A portfolio of published work
- Excellent knowledge of various social media and content platforms
- Background in organic and content production management
- Exceptional presentation and organisational skills
- Proficient written and verbal communication skills
- Motivation and capability to work independently and as part of a team
- Completion of Police Check, and References

**We are looking for individuals who can ignite our brand and share it with the world.**

**A key component is to find a motivated, energetic, friendly, and passionate individual who will both embrace and shape the Buttons culture.**

## Are you keen?

To apply for this role, email [support@buttonsservices.com](mailto:support@buttonsservices.com) with:

1. Brief cover letter explaining why you are interested in the position
2. One-page resume

**We are on a pretty cool journey, and we are excited for you to join us!**