

Communications Coordinator

Description

SafetyCulture is among the fastest-growing tech companies in the world, and our bold ambition is to reach 100 million users worldwide by 2032. Opportunities to be part of a company on this kind of trajectory do not come around often! We are looking for a dynamic Communications Coordinator to join our growing communications team and you will be responsible for helping us to reach more people with the SafetyCulture story. The ideal candidate will be passionate about the value of technology, highly ambitious, and great at building relationships. You will work closely with the communications team, across PR, Social and Content campaigns and have the opportunity to help shape this newly created role. This opportunity is perfect for an ambitious self-starter who can spot opportunities and jump on them! For our global comms team, there is no such thing as a "typical day". However, these are some of the things you will be working on:

- Media monitoring:** Monitoring relevant media outlets, industry publications, and online platforms to stay informed about industry trends, track brand mentions, follow competitor activities, and identify relevant news.
- Media relations:** You will play a role in cultivating strong relationships with media outlets and journalists to secure coverage and thought leadership opportunities.
- Maintaining our media contact database:** Maintaining and expanding a comprehensive media contact database, including journalists, bloggers, influencers, and industry analysts.
- Reporting:** Tracking and reporting on a range of PR, social media and content performance metrics to measure campaign effectiveness.
- Community management:** You will interact with SafetyCulture's online community across various social media platforms, fostering meaningful interactions, addressing inquiries, and amplifying positive sentiment.
- Working with creators:** You will get exposure to projects with content creators, influencers, and brand ambassadors to develop engaging content and amplify brand messaging.

What do I need? Bachelor's degree in Communications, Public Relations, Marketing, or a related field. 1-3 years of experience in communications, PR, or marketing roles, preferably within the technology industry. Proven track record of executing successful PR campaigns and securing media coverage. Demonstrated knowledge of social media platforms and trends. Excellent written and verbal communication skills, with a keen eye for detail and the ability to craft a compelling story. Strong relationship-building skills and the ability to work effectively with internal and external stakeholders. Experience with media monitoring tools, social media analytics, and content management systems. Experience working with creators and influencers, and managing community engagement is a plus.

Why SafetyCulture? As a key member of our comms team, you'll be able to have a meaningful impact and contribute to the success of a fast-growing technology company. We also provide:

- Equity with high growth potential, and a competitive salary
- Flexible hybrid working arrangements in one of the most inspiring offices you'll ever see
- Access to professional and personal training and development opportunities
- Wellbeing initiatives such as subsidised fitness programs, EAP services and a generous parental leave policy
- An in-house culinary crew who serve up daily breakfast, lunch and snacks
- Quarterly celebrations and team events, including regular social events and the option to attend our annual global offsite in a surprise overseas location
- An on-site gym and a pet-friendly office

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Hiring organization

SafetyCulture

Job Location

Sydney

Base Salary

\$ 75000 - \$ 110000

Date posted

May 25, 2024

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Contacts

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