



THE RANCH
MORNINGTON PENINSULA

Job description

Digital Marketer & Content Creator

The Ranch MP

Boneo VIC

Brand Management (Marketing & Communications)

Part time (3 Days: 9:00 am - 5:00 pm or 4 days 9:00 am - 3:00 pm) with the opportunity to go Full time

The Ranch MP Digital Marketer & Content Creator

Who we are:

The Ranch is an adventure park set on 200 acres in Boneo on the Mornington Peninsula, South of Melbourne, where outdoor exploration meets fun and adventure, in a safe and nurturing environment. Nestled in the heart of nature's beauty, our park stands as a testament to the harmonious fusion of tourism, wellbeing, and sustainability. As you step into this haven of excitement, you'll find a diverse tapestry of activities designed to bring out the adventurer in you.

From unique experiences such as mountainboarding, flying fox, archery and rock climbing, through to serene horse trails, every corner of our park beckons with the promise of unforgettable experiences.

During the school term The Ranch operates school camps midweek. We then open our doors to the general public on weekends and everyday throughout the school holidays offering accommodation and adventure. The Ranch is a marketer's content dream!

The opportunity

Help us tell our story by:

- Reviewing and improving our digital marketing strategy.
- Creating digital content (reels, stills, stories & more) for Facebook, Instagram, Tiktok, YouTube and Pinterest.
- Inspiring our customers and future customers to get out and experience adventure.
- Using your skills in content creation and communication to nurture and build deeper connections with our audience and customers.
- Being fanatical about telling our story to build a positive relationship with the locals.
- Being equally fanatical about curating our customer journey and experience from anticipation to satisfied reflection (and back again).
- Creating and running campaigns to coincide with the school holidays and adventure offered at The Ranch.

What we're looking for

Essential Skills:

- Experience in the creation and execution of digital marketing strategies.
- Experience in content creation (video, photos & graphics).
- The ability to communicate and tell stories, especially with words.
- Experience in writing copy for websites, newsletters & social media.
- An understanding of consumer trends and audience behaviour in social media.
- Experience in and the ability to work autonomously and own a digital marketing role from start to finish.
- The ability to work within a team and bring ideas to life.

Bonus Skills:

- Experience with paid ads - Meta Business Suite, Google ads & analytics.
- Experience running PR campaigns or working with publicists.
- SEO optimisation and content creation.

More about you

- You love a challenge, working collaboratively and achieving goals.
- You love social media and the idea of sharing The Ranch's story lights you up.
- Ideally you're a great storyteller as well as analytical, and can switch from creative communicator to optimising advertising spend.
- You love engaging with people online and in person.
- You're enthusiastic, values led and a contributor;
- You'll pitch in and give anything a go!

What we offer

- A fantastic culture, with conscientious people who are passionate about fun, adventure and getting all people outside experiencing fun in a safe environment.
- We'd love to have everything on our list in the one candidate, and we're also open to engaging with external contractors for some of our marketing requirements or helping you to upskill into areas that you're less familiar with.
- Staff discounts.
- Learn more about us at www.theranchmp.com.au

What next?

If this sounds like your next role please submit a resume and cover letter that lists your skills and experience. We're looking forward to meeting you.

As we prefer to deal with our team members directly, we will not be accepting calls or applications from recruitment agencies, thank you.

Application Deadline: 04/11/2023