

# CONTENT AND SOCIAL MEDIA MARKETING SPECIALIST

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## Job Description

### CASTLEPOINT SYSTEMS

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# CONTENT AND SOCIAL MARKETING SPECIALIST JOB DESCRIPTION

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# Summary

<b>Job Title</b>	Content and Social Media Marketing Specialist
<b>Job Type</b>	Full-time, permanent; flexible work hours available
<b>Location</b>	On site in the Canberra office at Bruce; provision for some remote work
<b>Reports to</b>	Head of Marketing / Chief Executive Officer
<b>Remuneration</b>	\$75,000.00 per annum excluding superannuation

## Company background

Castlepoint technology provides command, control, and compliance over all information, in every system, through a single pane of glass. Castlepoint reads, registers, classifies, and manages information from all systems in a network, using Artificial Intelligence.

Castlepoint Systems is committed to ensuring that our operations are conducted ethically, in accordance with applicable laws and best practices, and in the best interests of our clients, our community, and the environment. Our vision is to make the world a better place, by changing the way organisations manage information, so that people, communities, and companies are safer and smarter. Our core values are ethics, hard work, and integrity.

We have committed to becoming an employer of choice, one that attracts likeminded, hardworking people through flexibility and other real, developmental benefits that improve the lives of our staff. We are a feminist company, and believe strongly in supporting men and women to take equal roles in the workplace and at home. We enforce pay equity, and pay superannuation throughout parental leave. We seek to employ people who represent community demographics, including younger and older people, Indigenous people, migrants, people with a disability, and LGBTQIA+ people. We have a formal Human Rights Policy addressing how we will support our staff, which is aligned to the United Nations sustainable development goals.

To help ensure that our employees can enjoy a high standard of living, we aim to remunerate our employees at above the market rate for their skills, qualifications, and experience level. We then invest heavily in our people with formal Development Plans, reviewed twice-yearly, committing to internal mentoring, paid training, and other development opportunities with a goal of continually increasing their marketability. As employee skills increase, we assign more responsibilities, and we then adjust their wages and titles upwards commensurately. We also support employees to develop skills and experience in areas not directly related to their roles if they have an interest in those types of development. We have a policy of salary transparency for all employees, including the Executive, to help combat unconscious bias and foster gender equality.

Castlepoint also supports our employees with an Employee Assistance Plan, and skilled HR professionals with experience in mental health and workplace cohesion. We support our staff to practice religious and cultural observance during work time using flexible working arrangements, and to be free of discrimination based on their beliefs. We encourage communication between all areas of the business, and provide regular updates from the executive team on company activities and initiatives. We encourage two-way communication between employees at all levels and with the senior management team.



## Position Overview

### Primary purpose of the position

The Content and Social Media Marketing Specialist, a new role within the company, will be fundamental to the business development and growth objectives of Castlepoint.

You will be responsible for:

- Drafting social media and website content (written, image, and video)
- Responding to queries and comments on our social channels
- Building brand engagement and awareness on social media
- Curating our digital content for sharing and resharing including webinars, videos, and articles
- Identifying opportunities for engagement on industry trends, topics, and communities

Working closely with the Head of Marketing and CEO, you will have the opportunity to shape the marketing and communications for Castlepoint to align closely with the business development objectives, and help drive profitable growth and customer retention.

Castlepoint is growing rapidly, and brand recognition is key to its continued success. We require an experienced communicator to align internal and external communications, ensure these meet the needs of a range of stakeholders, and help execute our busy marketing and communications plan which includes digital marketing, development of collateral, and channel marketing.

You will build rapport with our followers and with the marketing teams of key external stakeholders, including industry associations, creative and PR agencies, event managers, journalists, and our strategic and technology partners. Delivering a consistent message, tone of voice, brand, and presence in the market will be key to raising the profile of the company and its leadership group.

You will have an open and friendly communication style, be highly professional, and both internal and external contacts will find you to be reliable, responsive, and organized.

### Key Challenges

The company is growing extremely quickly, and the level of marketing activity needs to align with this growth. The marketing calendar will continue to be busy and this needs to be balanced with the time constraints of Castlepoint's CEO, the primary spokesperson for the company. You will need to be able to assess the importance of one activity versus another, and there will be a requirement for you to make recommendations based on potential return on investment.

The company has a large range of collateral and an established digital presence, but is now ready to make a significant investment in expanding and improving this material. It will be important to work with the senior team to help plan the way in which the company attacks this challenge.

Our market is across a wide range of industries and geographies. Communications and content need to be appropriate for a diverse audience, with a compliance and security focus. You will ideally have experience in this sector so that you understand the landscape, trends, and terminology.



## Duties and Responsibilities

Responsibility	Breakdown of Tasks	Outcomes/Measures
<b>Social Media</b>	<ul style="list-style-type: none"> <li>Oversee company social media and network platforms</li> <li>Create social media posts</li> <li>Plan and schedule communications</li> <li>Engage on various channels as the company representative</li> <li>Plan and manage ads and promotions on social platforms and search engines</li> <li>Proactively grow engagement</li> <li>Create engagement reports</li> </ul>	<p>Social media engagement improves</p> <p>Plans and reports are accurate and timely</p>
<b>Website</b>	<ul style="list-style-type: none"> <li>Draft copy for the website</li> <li>Draft blog posts and news</li> <li>Assist with layout and graphics</li> </ul>	<p>Statistics improve: traffic, unique visits, time on site</p>
<b>Other communications</b>	<ul style="list-style-type: none"> <li>Work with PR representative to draft media content</li> <li>Work with partner marketing teams to draft joint collateral</li> <li>Draft client newsletters and promotional messages</li> <li>Interview clients and help write case studies and testimonials</li> <li>Monitor and respond to inbound queries via the website</li> <li>Assist with researching and writing articles, presentations, and scripts</li> <li>Attend conferences and events in supporting role to manage engagement and logistics and capture images and video</li> </ul>	<p>Content matches company voice and image</p>

## Skills and Experience

### Qualifications:

- Relevant University or equivalent degree in digital marketing or communications (**essential**)
- Australian Government Security Clearance (**desirable**)

### Experience:

- Minimum 3 years' experience in a similar marketing communications role



## Skills:

Knowledge, skills, and abilities	Essential	Desirable
Professional, grammatically correct and error-free communication skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Understanding of marketing and communication techniques and principles	<input type="checkbox"/>	<input type="checkbox"/>
Understanding of SEO principles and their application to copywriting	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Demonstrated knowledge and experience of current digital marketing trends	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Experience in campaign and project management (including MS Project)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Experience with LinkedIn, Twitter, Facebook, TikTok, YouTube, Vimeo	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Experience managing advertising and paid promotion on social channels	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Competency/experience with Microsoft Office applications including Teams	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Competency in WordPress, or similar Content Management System	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Competency in Canva and/or Photoshop	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Competency in word processing, graphic design, and presentation	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Competency in photography and video editing	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Competency in podcasting (recording, editing, and platforms)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Competency with Hootsuite or similar scheduling tool	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Competency with Google Analytics	<input type="checkbox"/>	<input checked="" type="checkbox"/>
The ability to manage multiple tasks, problem solve, and prioritise	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Experience with comms for RegTech, FinTech or Cyber related industry	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Experience with comms for government or regulated industry	<input type="checkbox"/>	<input checked="" type="checkbox"/>