TYMPANIX

Role Title:	Head of Digital Communications
Location:	Kew East, Melbourne [Near Eastern Freeway. 12 mins to CBD. Free and easy parking.]
Start:	February 18
Due Date:	Applications close February 1, however we may make a decision before then if an appropriate candidate appears
Remuneration:	Commensurate with experience
Direct reports:	Evolving website management and digital marketing / social media team.
Website:	www.tympanix.com

Overview:

Tympanix is fun and dynamic Melbourne based startup - soon to unleash an outstanding range of elegant, universal, high-fidelity headphones – ideal for high end music systems, smartphones, tablets and Skype.

As a values-driven company, Tympanix is also sponsoring and involved with some exciting social innovation activities - the details of which will be unveiled over the coming months.

We are seeking a brilliant, energetic, well-rounded communicator – with strong digital marketing experience - to join our core team.

Role Purpose

This integral role will take responsibility for the development and long term management of the online communications, marketing & social media activities designed to ensure that this new business is successful globally. This will include taking responsibility for a Kickstarter style launch campaign from beginning to end – and subsequent community management. [Typmanix has sufficient funding to launch as is, however we feel a Kickstarter style campaign is important to build community and to grow more rapidly.]

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Major Activities

Plans are in place for the development of online resources complementary to the hardware side of the business. As an on-line business, the website and its functionality will be a major priority and will be pivotal to our global success. Therefore this role requires a fresh and creative approach to overall communications - particularly social media - in order to develop our market presence.

The Ideal Candidate

You will be a unique type of candidate; values driven, passionate and self motivated, with a creative flair – and excellent written English. *With a proven focus on results*, you will have an eye for detail, superb organisation and planning skills and will be dedicated to creating a compelling customer experience. Working with the Website Manager, and digital communications personnel - and using your extensive knowledge of marketing and PR within the on-line realm - you will develop and implement the social media and community building strategy.

Preferably, you will have experience in the launch of new products via on-line marketing channels.

Our ideal candidate will be tertiary-qualified in English, Communications, Marketing, Media or a related area - with proven Marketing successes involving a variety of approaches. With a strong sense for Social Media trends, you will have professional experience in using Social Media to build brand awareness and consumer interaction.

You will be a consultative team player, with excellent inter-personal skills, not solely focussed on financial resources, but exercising resourcefulness and creative approaches to achieving first class outcomes.

As with all roles at Tympanix, experience is required, however, approach, intellect and attitude will be the deciding factors in the candidate we choose.

Highly Regarded Experience:

- Specialist knowledge and experience in content development, digital strategy, user experience design, SEO/SEM, social media, marketing & communications.
- Experience with community management.

- The ability and experience to:
  - Project manage the design, implementation and operational plan for a social media strategy.
  - Drive brand strategy and positioning.
  - Create inspiring, entertaining and informative content.
  - Plan, conceptualise, develop and implement social media campaigns.
  - Develop effective benchmarks to measure the impact of the various social media campaigns - via the utilisation of social media monitoring and analytical tools to influence strategy.
  - Use social media to promptly and effectively respond to customer queries.
  - Keep abreast of new social media trends and tools.

Role Requirements:

- Ability to focus and an orientation towards quality results.
- Enthusiasm, self-motivation and the desire to be challenged.
- A passion for social media.
- The ability to drive, develop and work well with team members.
- A collaborative and intuitive approach.
- A creative and innovative spirit.
- A constant drive to determine how to do things better.

Contact:

If you meet many or all of our desired criteria and would like to express an interest in this role – please forward a short expression of interest – along with your resume and a link to your Linkedin profile to: allears@tympanix.com

We look forward to hearing from you.