

NOMAD MARKETING & COMMUNICATIONS SPECIALIST (CASUAL)

JOB DESCRIPTION:

NOMAD is seeking a creative and motivated Marketing & Communications Specialist to join our team on a part-time basis. As the Marketing & Communications Specialist, you will be responsible for creating and managing day-to-day graphic design work, social media content, and advertising campaigns to promote NOMAD's brand and increase foot traffic to our gyms.

RESPONSIBILITIES:

Create daily graphic design work to promote beginner courses, general announcements, and other relevant assets.

Assist in creating content for the website, collaborating with relevant setters, yoga instructors, and local legends to produce content for the blog that promotes NOMAD's brand as synonymous with the training and gritty climbing community.

Organize a launch plan through media and owned channels for new gyms and support planning events throughout the year to support NOMAD's brand.

Manage paid advertising campaigns across digital channels, including Facebook, Instagram, TikTok, and YouTube, to attract new customers to the gym.

Build partnerships to enhance NOMAD's brand and position as the "gritty premium" climbing gym in Australia.

Develop relationships with cultural publishers and blogs to increase brand awareness and consideration through article and link coverage.
Increase Google reviews for NOMAD Bouldering by implementing EDM and in-gym signage.

Set up an EDM journey to encourage customers to return to NOMAD after their first session.

Strengthen relationships with universities to attract students to NOMAD's gyms.

Increase awareness of NOMAD's gyms within a 5km radius of their locations.
Manage NOMAD's TikTok page and create entertaining content showcasing the gym's community and setting team.

REQUIREMENTS:

Proficiency in Photoshop and understanding of design fundamentals.

Experience with creative social media management, specifically on TikTok.

Knowledge of Google Ads, including setting up and managing paid search and YouTube campaigns.

Basic understanding of how to set up and manage Meta Business Manager ads on Facebook and Instagram.

If you are passionate about marketing and communications and want to join a dynamic team that's shaping the future of climbing in Australia, please submit your resume and cover letter to us. We look forward to hearing from you!

Contact: emma@nomadbouldering.com.au