

JOB OPPORTUNITY: CONTENT & COMMUNITY LEADER – FULL TIME

[Click here for the full job description detailing role responsibilities and desired experience.](#)

YOU'LL BE WORKING FOR:

North Star is a coffee company that was founded in 2013 with the sole aim of putting the humanity back into the commoditised coffee supply chain. We do so by sourcing the best coffee possible, highlighting the amazing families producing it and connecting them with the consumer. Our business has grown organically over the years as a wholesale supplier to the hospitality industry and ultimately, as a destination site through the addition of our own coffee shop. The global pandemic has seen us transition focus to our online community through our web-shop and we are now wanting to ensure we build upon and improve our customer experiences by bringing someone into our small team to help design and to implement our communications and marketing strategy.

We are a founder-led, impact-driven business with strong family values, fostering a small team of passionate and motivated individuals to deliver the best experience possible to our customers. We are eager to maintain our brand authenticity as we grow, delivering on our core principles of quality, ethics and outstanding customer service.

WHAT WE ARE LOOKING FOR:

We are looking for a creative and customer-centric person who is passionate about brand and story, creating community and advocacy in every interaction. You will be a big part of a small team, responsible for defining our content strategy and working with senior stakeholders to determine messaging across product releases, brand updates and brand awareness content pieces. You will be North Star's visual storyteller, responsible for how our customers experience our brand both externally and internally helping to drive brand awareness and sales. You will be a mid to senior level content creator and will help lead and write all content for both B2B and B2C audiences helping to add value to and grow the North Star brand. We would hope to offer future opportunities for the right person to develop their own team in the future.

YOUR MISSION:

- Effectively communicate the 'why' behind North Star, working in partnership with the existing team and founders to help achieve company objectives.
- Maintain and grow our online customer base, highlighting new and more diverse target markets.
- Increase our online engagement.
- Ensure consistency across all platforms (social media, email marketing, blog creation) in how we are represented.
- Build an interactive community of customers who become advocates of our brand and mission.
- Formalise and improve the customer journey and experience.
- Support the CEO in development of marketing strategy and targets.

Our business is open to applications from all regardless of race, religion, gender identity or expression, sexual orientation or age. We are committed to building a diverse and inclusive workplace where equal opportunities are accessible to all.

Could this be the perfect position for you? Get in touch with Holly Kragiopoulos (hols@northstarroast.com) with your CV and a cover letter outlining why you are interested in this role, we can't wait to hear from you.*

*please note we will only be able to respond to applicants whom we would like to invite to an interview.