



Head of Content & Communications

Join us in building the future of Influencer Marketing!

Vamp is an award-winning Creator Marketing solution. We connect brands with influential creators, who collaborate on the Vamp platform to deliver campaigns that generate brand awareness, engage new audiences, and drive conversion. In just six years, we've built an end-to-end influencer marketing platform, grown to a global network of 45,000+ creators, achieved accredited partner status with Instagram, Meta, TikTok and YouTube, and worked with some amazing brands like Adobe, Converse, Diageo, Estée Lauder, and Samsung to name a few. We've scaled to seven offices globally and are proud to be recognized by Deloitte as one of the fastest-growing tech companies in Asia Pacific.

Due to this exciting growth, we have an opening for a **Head of Content & Communications**, based in our **London** or **Sydney** offices. We're on a mission to be a force for good in unifying the influencer marketing ecosystem, and this role will be pivotal in taking our efforts to the next level.

The role

Vamp is looking for a Head of Content & Communications to define, develop, and distribute best-in-class content strategies for a global audience of Brands, Agencies and Creators. Reporting to the VP Marketing & Community, the postholder will be responsible for building Vamp's public profile, communicate the brand voice, and position the business as a market leader through effective external communications.

While no two days are alike, your key responsibilities will include:

- Design and deliver Vamp's overall content and communications plan, including ownership of cross-channel, multi-format content strategies
- Be a master storyteller, managing Vamp's editorial calendar to ensure timely, relevant and educational content assets are being produced to budget and schedule
- Use data and insights to determine hot topics for thought leadership, maintaining a keen understanding of industry trends and what's topical both globally and locally
- Seed Vamp's content by building deep relationships with Vamp's PR agencies, media partners and other industry bodies, working with regional leads to identify and develop these at a local level
- Increase Vamp's share of voice in the public domain, measured in improved organic search engine rankings, increased engagement on social channels and inbound lead generation

What you'll bring to Vamp

We're looking for thinkers and doers. Those that aren't afraid of change, but rather adapt and embrace it. This is the most exciting time to join our journey, as you'll have a real opportunity to make a meaningful impact on the direction and future of our company.

- Degree educated, or demonstrable track record of professional experience
- First-class copywriting, content creation and written communication skills
- Experience creating and planning multi-region content and communication strategies
- Attention to accuracy and the ability to handle multiple priorities under time pressure
- Experience working in a fast-paced, cross-functional environment
- Ability to work autonomously and proactively across time zones to solve problems
- A passion for, or familiarity with social networks and the Creator Ecosystem

What Vamp brings to you

We want to empower you to influence the success of Vamp and are #allin when it comes to supporting you and each other. Becoming a Vamper means:

- A voice. You are empowered to influence Vamp. This is a place where we speak up, not speak down.
- A focus on mental health. We believe more workplaces should make it a priority.
- Ahead of the game. Being at the forefront of an exciting fast-growing industry
- Flexibility. Have a say on how you do your best work with our flexible working culture.
- Vamp life balance. A healthy Vamper is a happy Vamper. We provide leave so you stay.
- Ownership. We have an equity plan for our Vampers because when our value says #allin, we mean it.
- A meaningful impact on Creators around the world.

So, what's next?

It's important that our culture fits you and provides a place for growth, challenge, and satisfaction.

- Are you passionate about amplifying creativity and helping creators pursue their dreams?
- Do you welcome change and adapt easily to a growing business?
- Do you stay curious about improvements and solutions?
- Are you seeking somewhere you can bring your whole self to work?
- Do you want to be part of a team that collaborates and celebrates?

If your answer is yes, we'd be thrilled to meet you.