

# Marketing Content Lead

## Location

Melbourne CBD

## Reports to

Head of Customer Experience

## What we do

CORE Markets is an end-to-end markets, technology and advisory partner for business – across evolving power, carbon and environmental markets.

We work at the intersection of economic and climate priorities, helping corporates, project developers, and institutional and wholesale market participants interpret and act on market signals, structuring transactions, allocating capital, and managing risk with confidence.

## Role

Based in our Melbourne office, the Marketing Content Lead is responsible for expressing and delivering CORE Markets' external narrative across priority channels and is accountable for day-to-day marketing execution.

This role translates company strategy, positioning and market perspective into clear, credible and commercially aligned marketing activity - from messaging priorities, through to live content, publishing schedule and channel performance.

Working closely with Operations, Product, Business Development and leadership, the Marketing Content Lead takes day-to-day ownership of planning, creating and publishing content across the website, social channels, newsletters and platform communications.

The role is accountable for maintaining narrative consistency, delivery cadence and quality across all external touchpoints, while adapting priorities in line with commercial needs.

In practice, the Marketing Content Lead combines narrative depth with hands-on execution in a lean environment, ensuring CORE Markets' external presence remains clear, consistent and commercially relevant, and that marketing activity is delivered reliably week to week.

## Responsibilities

- Translate company strategy and market perspective into clear, credible narratives aligned with CORE Markets' positioning. Shape messaging frameworks and voice across external

content, maintaining editorial standards and respectfully challenging briefs where clarity or commercial relevance can be improved.

- Write, co-write, materially edit and produce content across formats, including long-form written content, social assets and light video or audio content. Use appropriate tools to accelerate execution while retaining clear human judgment. Set the quality bar through example, prioritising impact and clarity over volume.
- Take day-to-day ownership of activity across priority marketing channels, including website, LinkedIn presence, newsletter, and platform communications. Manage publishing cadence, narrative hierarchy and message structure across channels. Track performance monthly and recommend practical adjustments based on what is working and where impact can improve. Prioritise effort based on commercial impact and capacity.
- Support alignment between marketing, sales and product. Partner with Business Development and Product teams to ensure messaging and proof points support sales conversations and product positioning. Translate recurring objections, questions and deal insights into clearer messaging, content refinements and enablement assets where impact justifies effort. Support events and industry engagements as required.
- Operate effectively in a lean, high-accountability environment. Manage priorities independently, close loops reliably and maintain consistent delivery cadence. Collaborate closely with leadership and cross-functional teams, stepping into practical tasks where required while maintaining narrative coherence across external touchpoints

## About you

- You may come from a marketing, editorial or analytical background, including roles where you have written about commercial, technical or regulatory commodity market subject matter (for example, in energy, power, carbon, sustainability or related domains).
- You bring strong narrative instincts, sound judgement and the ability to translate complex inputs into clear, commercially relevant content and marketing activity.
- While you will work closely with subject-matter experts across the business, this role is firmly anchored in marketing and content, with ownership of delivery across priority channels.
- You bring analytical thinking to help shape clarity and coherence and take pride in delivering high-quality work from planning through to publication.
- You are known for strong initiative and the ability to grow with feedback and increasing responsibility.

## What you bring

- Demonstrated experience shaping narrative-led work – with clear ownership of structuring, refining and elevating ideas, rather than purely task-based delivery.

- Experience managing owned marketing channels or programs end-to-end (e.g. website, LinkedIn, newsletters), including planning, publishing cadence, performance review and continuous improvement.
- Experience or familiarity with the energy transition, environmental markets, sustainability or environmental commodities is highly regarded.
- Commercially literate, with the ability to prioritise work based on business impact and adjust activity based on performance evidence.
- Strong editorial judgement, with the ability to interrogate briefs, challenge assumptions constructively and improve work through questioning and synthesis.
- Proven ability to work with technical subject matter experts, product and commercial teams to translate complex inputs into clear, decision-useful narratives.
- Comfortable operating with ambiguity and shifting priorities, maintaining delivery momentum and narrative consistency in a lean environment.
- Demonstrated curiosity and commitment to staying across evolving market, policy and product developments, particularly in complex or technical domains.
- Experience supporting SaaS products, digital platforms or recurring revenue businesses is highly regarded.