

POSITION: Senior Digital Content Strategy Lead

REPORTING TO: Annie O'Rourke

STATUS: Full-time

LOCATION: Brisbane, Sydney, Canberra, Melbourne, or Byron Bay

START DATE: ASAP

About 89 Degrees East

89 Degrees East is a national strategic communications agency that helps corporations, governments, and leading not-for-profits navigate complexity, shape public opinion, and deliver meaningful change. We specialise in work that matters — from strengthening communities to driving Australia's transition to a cleaner economy.


Our team brings together expertise in media, public affairs, digital strategy, stakeholder engagement, and creative execution. We operate in the fast-moving attention economy, blending insight and creativity to ensure our clients' messages cut through and inspire action.


We're active in sectors with strong tailwinds, including health, housing, the care economy, stronger communities and social infrastructure, cybersecurity, women's economic empowerment, the environment, sustainability, and renewables. Our work is values-driven, impact-focused, and always collaborative.


About the Role


We're looking for a **Senior Digital Content Strategy Lead** to head our Digital Content Strategy team. This is a critical leadership position, responsible for shaping and delivering high-impact digital campaigns that connect with audiences, influence public discourse, and achieve measurable results for our clients.

You'll work across multiple sectors and projects, bringing together creative storytelling, data-driven insights, and smart distribution strategies to maximise reach and impact. You'll collaborate closely with senior colleagues across the agency and directly with clients, ensuring our digital work is ambitious, strategic, and flawlessly executed.

 **Melbourne**
Level 12, 90 Collins St
Melbourne VIC 3000

 **Canberra**
48/14 Trevillian Quay
Kingston ACT 2604

 **Byron Bay**
21/5 Easy St,
Byron Bay NSW 2481


 **Brisbane**
Level 2, 100 Creek St,
Brisbane QLD 4000


Key Responsibilities


- Lead the development and execution of digital content strategies for high-profile projects across health, housing, the care economy, stronger communities/social infrastructure, cyber security, women's economic empowerment, environment, sustainability, and renewables.
 - Oversee the production of high-quality digital content — from concept to delivery — ensuring it aligns with client objectives and brand voice.
 - Continue to build and manage a high-performing digital content team, fostering creativity, innovation, and accountability.
 - Oversee digital campaign budgets and oversee ad buys across platforms, ensuring the best possible use of client spend and delivering strong ROI.
 - Use data and audience insights to inform content creation, distribution, and optimisation for maximum reach and impact.
 - Work closely with our media, public affairs, and creative teams to integrate digital content into broader campaign strategies.
 - Collaborate with external stakeholders to identify and produce authentic, on-location storytelling featuring real people and experiences
 - Advise clients on and stay up to date with emerging digital trends, channels, and best practice, ensuring our work remains cutting-edge.
 - Maintain strong relationships with clients, acting as a trusted advisor on digital strategy and content performance.
 - Deliver campaign performance reporting to senior leadership to promote digital literacy across the organisation and drive a digital-first approach.
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Skills & Experience

- Proven experience in leading digital content strategy at a senior level within an agency, media organisation, or major brand.
- Demonstrated ability to deliver measurable reach, engagement, and impact through digital campaigns.
- Strong understanding of media, public awareness campaigns, and the issues shaping public opinion in Australia.

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- Expertise in key sectors where 89 Degrees East operates — health, housing, care economy, stronger communities/social infrastructure, cyber security, women's economic empowerment, environment, sustainability, and renewables.
- Advanced knowledge of digital platforms, content formats, and audience targeting strategies.
- Experience managing creative teams and external production partners.
- Strong client relationship skills, with the ability to present and defend strategic recommendations.
- Exceptional storytelling, copywriting, and editing skills across multiple channels.
- Data literacy, with the ability to translate analytics into actionable insights.
- A collaborative, dynamic, and creative mindset, with a passion for work that drives social impact.


Why Join Us?


At 89 Degrees East, you'll work with a passionate, purpose-driven team on projects that matter. You'll have the autonomy to innovate, the support of a collaborative culture, and the opportunity to influence national conversations.

If this sounds like the right role for you, we'd love to hear from you. Please send your CV and a short cover letter outlining your experience and why you want to work with us to admin@89degreeseast.com

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