



**50 Degrees North Pty Ltd**  
Level 3, 192 Harbour Esplanade  
Docklands, VIC 3008, AUSTRALIA  
Tel: +1300-422-821  
<https://www.fiftydegreesnorth.com/au/>  
E-mail: [jobs@fiftydegreesnorth.com](mailto:jobs@fiftydegreesnorth.com)

## Junior Content Assistant

Department: Marketing

Reports to: Marketing Manager

Location: Melbourne

Employment Type: Full-time

Working Hours: Monday to Friday, as agreed during standard business hours 6 AM – 6 PM AEST

### About Us

50 Degrees North is an independently owned travel company specialising in planning and organising complete travel experiences across the Nordic countries. Our team's diverse backgrounds and experiences contribute to a deep understanding of the region, ensuring our clients receive authentic insights and genuine recommendations for their journey, all infused with our passion for the Nordics.

As a certified B Corp, we adhere to high social and environmental responsibility standards - joining our team means actively participating in our mission to make a positive impact on the world while doing what we love.

Our company culture is built on respect, collaboration, and a shared love for travel and the Nordics. We pride ourselves on fostering an inclusive and supportive work environment where every team member's voice is valued. Our office space reflects this ethos and is designed to be open, welcoming, and conducive to creativity and teamwork. With regular team events, wellness initiatives, and opportunities for professional growth, working at 50 Degrees North is not just a job - it's a chance to be part of a close-knit community passionate about making a difference.

### Position Purpose

The Junior Content Assistant supports the marketing team in maintaining and enhancing the company's digital presence across web, social media, and partner platforms. This entry-level role is ideal for someone with a passion for travel and storytelling, offering hands-on experience in content management, social media engagement, and digital marketing. The role plays a key part in ensuring consistent, engaging, and up-to-date content that supports brand visibility and sales efforts.

## Key Responsibilities

### 1. Website Content & Product Management

- Help update tour pricing and details on the website.
- Work with the product and sales teams to keep information consistent.
- Assist in updating blog content with support from the Design Coordinator.
- Edit and publish blog posts that follow basic SEO and marketing guidelines.

### 2. Partner Platform Management

- Upload and maintain tour information on travel platforms (e.g., Visit Norway, Virtuoso, TravelStride).
- Share blog posts and press releases to increase visibility on partner platforms.

### 3. Internal Content Platforms

- Help manage the 50DN Travel Advisor Hub.
- Upload new itineraries, resources, and updates for travel advisors.
- Keep content organized and easy to access.

### 4. Image Gallery Management

- Organize and maintain a digital image library for internal and partner use.

### 5. Social Media Management

- Assist in creating and scheduling posts for LinkedIn, Instagram, and Facebook.
- Monitor social media for comments and messages.
- Reply to followers and help grow engagement.
- Track basic performance metrics and suggest ideas for improvement.
- Share content in partner Facebook groups (e.g., Opulence by Outsiders, Envoyage).
- Manage the 50 Degrees North Agent Facebook group

### 6. Ad Hoc & Project-Based Tasks

- Help customize tour content for partners or white-label clients.
- Assist with applications for travel communities and awards.
- Share new content (e.g., blogs, itineraries) with travel advisors and BDMS.

### 7. Digital Advertising Support

- Support the marketing team in reviewing and improving Google and Microsoft ads.

## Skills and Qualifications

- Interest in marketing, travel, and content creation.
- Basic knowledge of social media platforms (Instagram, Facebook, LinkedIn).
- Comfortable using Microsoft Office or Google Workspace.
- Good attention to detail and willingness to learn.
- Strong communication and teamwork skills.
- Experience with tools like Canva or basic photo editing is a plus, but not required.
- Relevant coursework or a diploma in Marketing, Communications, or a related field is helpful but not essential.

## Why Work with Us

- We offer competitive salaries, along with sales incentives and profit-sharing opportunities.
- We provide opportunities for promotions, training, and development, with financial support for professional growth.
- Access to our on-site fitness facilities helps promote a healthy work-life balance.
- Employees receive 1 paid day for volunteer work, and we host regular events to build a sense of belonging.
- Our hybrid work setup offers flexibility, and we hold weekly team lunches to foster connection and teamwork.
- We encourage a culture of innovation where employees feel valued and are supported in bringing new ideas to the table.

## APPLICATIONS

Please submit your updated resume and a cover letter highlighting your experience within Nordic travel.

Email your application to: [careers@fiftydegreesnorth.com](mailto:careers@fiftydegreesnorth.com)

Kindly note that we do not accept phone calls inquiring about the position. All applications should be submitted through the specified application process.