



## POSITION DESCRIPTION

<b>Position title:</b> Marketing & Digital Coordinator	<b>Location:</b> 200 East Terrace, Adelaide
<b>Department:</b> Marketing	<b>Reports to:</b> Marketing Manager

### PRIMARY OBJECTIVES

The primary objectives of the Marketing & Digital Coordinator is to act as a facilitator between departments in providing marketing support and coordination and ensuring that each department can activate their plans and has the resources and brand elements they require to ensure external and internal delivery is of a consistent and high level. They will coordinate, implement and manage the social media strategy across the company and will be a key member of the Marketing team, working under the direction of the Marketing Manager.

The key objectives of the role include;

- Understanding the digital landscape, be passionate about producing interesting and engaging content
- Capability to work as a key member of a high performing team
- Optimize the use of the digital media platforms to grow the brand and audience of the company
- Work closely with all departments to provide digital and marketing support to all areas of the company

### SPECIFIC RESPONSIBILITIES

**Specific responsibilities include:**

The primary role responsibilities for the Marketing & Social Media Coordinator are;

#### Marketing and brand coordination

- Coordinate all marketing and brand activations across each department of the company
- Ensure consistent internal and external presentation of our brand
- Assists each department with their advertising and promotional needs
- Co-ordinating email campaigns
- Working with the graphic designer to maintain marketing library
- Act as the central point for all print marketing and media
- Liaising with creative agencies, printers and other suppliers as required to deliver upon club brand requirements.
- Positive contributions to planning meetings and proactive follow through on the implementation and development of those plans as required.
- Meaningful contribution to campaign development and brand strategy discussions

#### Social media

- Work with the Marketing Manager on a social media strategy for all divisions then implement to ensure that regular, accurate, interesting, fun and informative content is delivered across all of OC's digital media platforms.
- Create unique, fun, human and innovative content for all of the company's social media platforms including Facebook pages, Instagram, Snapchat and Twitter as required

#### Website

- Produce regular content for our platforms including the OCRE website

## Stats and Reporting

- Maintain and update detailed stats tracking spreadsheets for social media platforms and website
- Report stats on marketing campaigns/ digital media support to internal departments
- Exceptional attention to detail with high organisational skills

## PERFORMANCE KPI's

- Accurate and timely completion of tasks
- Demonstrate strong and effective communication skills with internal and external stakeholders
- Execute fun & engaging content ideas on social media and website
- Successful maintenance and completion of weekly / monthly digital reporting

## QUALIFICATIONS/ ATTRIBUTES/ EXPERIENCE

- Minimum of 2 + years marketing/digital media experience
- Intermediate to advanced MS Office and Adobe including Photoshop
- Ability to deliver timely solutions and develop strong relationships with different levels of staff, senior management across the organisation and external clients.
- Exceptional attention to detail, organisational and time management skills
- Flexible and adaptable to work outside core hours
- Tertiary qualifications in Media or Marketing desirable
- Ability to carry out duties autonomously, and work effectively in a team environment
- Photoshop and graphic design skills (Desirable)
- Experience in video production (Desirable)

## VALUES

The commitment required of this position is in accordance with OC's values:

**Authenticity** – In every minute of every day. Genuine, ethical, trusted, accountable.

**Optimism** – In our attitude. Positive, upbeat and energetic.

**Passion** – About working hard and having fun. We love what we do and we love helping people.

**Precision** – Our operation is innovative and world class. Our process, training and standards ensure exceptional service and results.