

Social Media and Digital Coordinator

Work Unit	Marketing and Communications
Classification Level	Level 3
Employment type	Full time (1.0)
Work location	Melbourne office
Reporting line	Digital Marketing Specialist
Supervisory Responsibilities	Nil
Date document created or updated	6 July 2020

Position purpose

The Social Media and Digital Coordinator develops and manages content across all social media channels for Alcohol and Drug Foundation. This role is responsible for building reach and engagement across the ADF’s online presence. The focus of the role is on social community management, developing engaging content, being a strong writer for social and assisting with digital paid campaign execution & reporting across all ADF programs.

Organisational context

Our purpose is to prevent and minimise harm from alcohol and other drugs across Australia.

Celebrating nearly 60 years of service to the community, the Alcohol and Drug Foundation (ADF) is Australia's leading body committed to preventing alcohol and other drug harms in communities around the nation.

The organisation's work reaches millions of people in local communities through sporting clubs, health care settings and schools, offering educational information, drug and alcohol prevention programs and advocating for strong and healthy communities. The ADF is proudly independent and not-for-profit.

For further information, please go to our website: <http://www.adf.org.au/>

Key relationships

Internal Relationships:

- Head of Marketing & Communications
- Marketing Manager
- Digital Marketing Specialist
- Marketing Campaigns team
- Graphic Designer
- Digital Team
- Media & Communications team
- Advocacy
- Program Delivery team
- KRI Team

External Relationships:

- Social Platform Vendors
- Freelance designers
- Media buyers and agencies
- Online consultants for specific projects or campaigns

Responsibilities

Digital & Social content

- Lead and assist in the creation of social media content and other digital content as required to drive community engagement for the ADF and Good Sports brands.
- Plan, create and schedule engaging content across all ADF social media channels
- Develop and oversee social media content calendars, including paid promotion budgets for all BAU social activity.
- Drive reach and engagement of key audiences to grow the social media presence and increase overall brand and program awareness.
- Daily monitoring of social media communities and where appropriate, respond to comments or escalate to relevant stakeholders ensuring effective reputation management for the ADF.
- Develop content for digital campaigns and other activities as outlined in the marketing and communications strategy.
- Curate content, re-write and repurpose for social and for other digital channels as required.
- Ensure content is in line with the tone of voice, advocacy messages and positions of the ADF.
- Ensure consistent and effective communication of the ADF's strategic objectives.
- Work with Digital Marketing Specialist to develop responses to issues/risk as per the ADF policies and guidelines.
- Identify opportunities to proactively promote the ADF brand through owned and earned channels e.g. website, digital, social and email.

Campaign Management

- Assist with planning of social campaigns and other activities which are aligned with the business strategic priorities
- Set-up and delivery of paid campaigns across Facebook, LinkedIn and other channels as required
- Ensure all campaign tracking and tagging is in place, monitor budgets and proactively optimise campaigns

Monitoring and reporting

- Coordinate market research and other reports for internal and external stakeholders as required
- Monitor the performance of social media platforms through regular reporting as directed by the Digital Marketing Specialist
- Provide reporting on effectiveness of digital marketing and social content across channels for campaigns and other projects.

Capability Profile

Formal Education

- Relevant tertiary qualification with at least three years' professional experience in social media and producing digital content in a related field or similar organisation.

Skills & Knowledge

Essential

- Strong understanding of content marketing and social media and a passion for social media and digital communication.
- Excellent verbal and written communication skills for a broad range of audiences with demonstrated track record in developing social media content. Must have impeccable spelling and grammar.
- Experience in social management tool/s like Falcon, Hootsuite, Sprout or similar.
- High level experience and competency in paid social – Facebook Ads Manager, LinkedIn Campaign Manager, Native Ads with the ability to quickly learn new advertising platforms.
- Strong social reporting experience across organic and paid.
- Creative skills, experience in using creative tools like Adobe Creative Cloud (Photoshop, Illustrator etc.) to create professional looking creative assets.
- Exceptional attention to detail.
- Excellent interpersonal skills.
- Ability to work effectively across multiple projects simultaneously.
- Demonstrated track record in implementing and using new media and digital platforms to increase organisational performance.
- Actively and effectively manage relationships with key stakeholders and providers.
- Ability to think strategically and work autonomously.

Desirable

- Experience in health promotion or not-for-profit.
- Basic video creation and editing skills e.g. After Effects.
- Experience in producing digital content for a variety of audiences and mediums (including email, blogs and website).
- Experience in Social Listening.
- Basic understanding of SEO principles and Google Analytics

Key Competencies

Competency	Definition	Importance
Communication	Establishes open communication channels. Able to express own ideas and opinions in an appropriate manner. Receptive to others' communications.	Essential
Planning and organisation	Sets action plans for work and organises time and resources as appropriate. Plans own work (and work of others if required) and establishes priorities, deadlines and objectives.	Essential
Results orientated	Takes responsibility and accountability for achieving required actions and or outcomes. Keen to complete tasks and see things through to the end.	Essential
Innovation	Comes up with new and imaginative ideas. Looks at things from different perspectives and recognises novel alternatives or solutions. Identifies fresh approaches and is willing to break away from tradition.	Essential
Build and maintain relationships	Able to establish and maintain relationships with people at all levels. Values and protects effective relationships with employees, customers and suppliers, as appropriate. Builds harmonious and positive alliances with relevant professional contacts.	Essential

Adaptability	Adapts to changing work requirements and demands. Willing to adjust behaviour in response to the situation. Receptive to new ideas and approaches. Undertakes work with a sense of flexibility.	Essential
Team Work	Cooperates and works well with others in the pursuit of team goals. Shares information and supports others.	Essential