

Position description

Position details

Position title:	Marketing and Social Media Coordinator
Employment type:	Full time
Team:	Strategy & Growth
Reports to:	Head of Marketing and Digital Solutions
Direct reports:	Nil

About Social Traders

Social Traders is the trailblazer of social enterprise procurement in Australia. We connect certified social enterprises with business and government members. By activating the power of social enterprise procurement, we create positive impact through jobs, community services and support for the most marginalised.

Our purpose

Make buying from social enterprise the norm, to build a more inclusive and equitable Australia.

Our vision

A thriving social enterprise sector that significantly contributes to a more inclusive and equitable Australia.

Our mission

To work collaboratively to deeply integrate social enterprises into business and government supply chains.

Brief description & overall goal for your role

This role:

- Plans and leads our content strategy
- Manages our social media channels
- Drives our brand to support business growth
- Provides support to the marketing, events and digital solutions team.

This role works closely with the marketing and digital solutions team, which sits a part of our wider Strategy and Growth function. This role contributes to growing and engaging our membership base, to support our delivery of Vision 2030.

Your role contributes to our four strategic goals in the following ways:

Close the supply / demand gap

Work with the Head of Marketing and Digital Solutions to produce content that supports the development of the social enterprise sector.

Optimise impact measurement

Support the design and publication of the impact report.

Strengthen government support for social enterprise procurement

Develop case stories and communication materials that support Social Traders national social enterprise advocacy strategy.

Increase sustainability of the business model

- Strengthen Social Traders reputation and brand awareness.
- Support lead generation, member acquisition, engagement, and retention through content and digital channels.
- Support the delivery of the Social Traders awards, campaigns, and partnership activities.

Your key responsibilities

- Lead our content strategy and manage our content calendar
- Manage our social media channels including content, engagement and measurement.
- Support content delivery across our digital platforms including web (Craft CMS), EDM (Salesforce/ Pardot) and digital marketing (Google Ad words and SEO).
- Manage the asset library and lead on case study development.
- Provide support where required to the marketing and digital solutions team including; internal marketing requests, events, campaigns, public relations and strategic projects.
- Support monthly metrics reporting and analysis across the marketing and digital solutions team.

Your objectives & KPIs

Objective	KPI
<p>1. Lead our content strategy and manage our content calendar</p>	<ul style="list-style-type: none"> - Planning and delivery of a successful content calendar. <p>Measurement: Monthly metrics reporting against content channels with proven continuous improvement.</p>
<p>2. Manage our social media channels including content, engagement, and measurement.</p>	<ul style="list-style-type: none"> - Consistent and quality messaging drawing on our brand language and target audiences. - Effective stakeholder engagement which capitalises on collaboration opportunities. - Effective campaign design, activation/ promotion and lead generation activity. <p>Measurement: Increase in audience engagement and followers across our key social media channels.</p>
<p>3. Support content delivery across our digital platforms.</p>	<ul style="list-style-type: none"> - Planning and delivery of Social Traders EDM content, including news and member communications. - Consistent brand application across all digital touchpoints - including SEO management. <p>Measurement: -Produce a minimum of x2 content pieces per month for Social Traders website news -Meet industry standards for EDM clicks/ opens.</p>
<p>4. Manage the asset library and lead on case study development.</p>	<ul style="list-style-type: none"> - Successful upkeep of the Asset Library (internal content/ brand management system). - Includes internal communications, case study development and resource updates. <p>Measurement: -Decrease in the number of internal marketing requests.</p>
<p>5. Provide support where required to the marketing and digital solutions team including; internal marketing requests, events, campaigns, public relations and strategic projects.</p>	<ul style="list-style-type: none"> - Support the planning and delivery of the Social Traders awards. - Work collaboratively to respond/ or delegate marketing requests. - Provide support as required for delivery of major campaigns/ projects. - Lead on the design and publication of the Social Traders impact report. <p>Measurement: -Delivery of the yearly Social Traders awards on time and on budget with high levels of audience engagement.</p>
<p>6. Support monthly metrics reporting and analysis across the marketing and digital solutions team.</p>	<ul style="list-style-type: none"> - Coordinate monthly tracking and funder reporting requirements (as required) with the marketing and digital solutions team. <p>Measurement: -Reporting consistently provided within deadlines.</p>

Behaviours expected in your role

- **A commitment to the cause** – you are motivated to help change business as usual to build a fairer and more equitable Australia.
- **Self-motivated, energetic and a great problem solver** – you don't sweat the small stuff and see new challenges as opportunities to grow and achieve great things.
- **Stronger together** – you thrive when working as a team and bouncing ideas around your colleagues yet also have the tools to get down to work autonomously when you need to.
- **Willingness to learn** – you want to bring your great skills to this role yet are open and ready to learn and grow with the team.
- **Bring new ideas** – you are constantly keeping your eye on current digital topics and social media trends, bringing an innovative mindset to everything you do.
- **Customer is key**- you are a true marketer in the sense that you know how to tailor your content to suit the audience ('customer') and always keep their needs top of mind.

Experience, competencies & skills for your role

- Degree qualified (or equivalent experience) in marketing/ digital marketing, PR, communications or related field.
- 1-3 years' experience in an entry level marketing role.
- Previous social media management experience a must.
- A very strong writer with the ability to contextualise content for different audiences and channels.
- Preferred- basic graphic design skills (using Canva) and experience using content scheduling platforms.

Acknowledgement

This job description has been designed to indicate the general nature and level of work for this role. It is not designed to contain or be interpreted as a comprehensive list of all duties and responsibilities and as such additional duties may be assigned as required.

I have read, understand, and agree to the contents of this position description.

Employee's Name: _____

Employee's Signature: _____

Date: / /