



## Position Description

Title	Social Media Coordinator
Division	GP Advertising
Team	Digital Marketing Team
Reports to	Social Media Executive
Effective date	Immediate start
Primary objective	
<ol style="list-style-type: none"> <li>1) Management of campaign implementation and reporting process for Social Media activity</li> <li>2) Maintain and develop strong communicate with Digital Marketing team, key media owners, clients and internal stakeholders.</li> <li>3) Responsible for invoicing and resolution of account queries</li> </ol>	
Main Activities	
<ul style="list-style-type: none"> <li>▪ Maintain accurate regular reporting as required with the use of industry tools - Google Analytics, Double Click suite and Facebook Business Manager/PMP.</li> <li>▪ Utilise internal tools to ensure timely briefing and execution of Social Media campaigns</li> <li>▪ Create and execute Social Media campaigns in line with the Digital Marketing strategy and overarching Business objective</li> <li>▪ Monitor, optimise and report on all social media campaigns</li> <li>▪ Campaign evaluation: <ul style="list-style-type: none"> <li>○ Assistance with post reporting</li> <li>○ Campaign monitoring</li> <li>○ Delivery</li> <li>○ Optimisations</li> <li>○ ROI</li> </ul> </li> <li>▪ Effectively communicate with in-line manager as well as maintain consistent and regular client and supplier relations</li> <li>▪ Organise competitions and prize distribution where necessary</li> <li>▪ Work closely with the clients on social campaigns - ensuring they consistently adhere to social media policy requirements</li> <li>▪ Stay ahead of social media developments, best practices, emerging technology, trends and associated tools (including but not limited to Facebook, Instagram, Twitter, Pinterest, Google+)</li> <li>▪ Communicate and coordinate activities across multiple business units</li> <li>▪ Assist with the smooth running of GP Advertising by doing other duties as required.</li> <li>▪ Advertising Compliance <ul style="list-style-type: none"> <li>○ Report all Advertising Compliance issues immediately to management</li> </ul> </li> </ul>	

- Undertake advertising planning and request activities in strict adherence with the Advertising Compliance Policy, Raincheck Policy and all issued procedures relating to the provision of advertised offers
- Carry out all advertising activities in strict accordance with Australian Consumer Law
- Attend and complete annual compliance training when instructed or required

#### Key skills

- Passionate on all things digital, with a keenness or understanding surrounding retail.
- Thorough understanding of social media platforms, including Facebook, Twitter, Instagram, Google+, Pinterest and YouTube
- Strong analytical grasp and understanding of media metrics
- Ability to interpret and maximise the use of sophisticated online and offline market research data to make strategic recommendations
- Strong communication skills and ability learn confidence with presentation skills
- Capacity to work in a fast-paced, deadline-driven environment, managing a number of projects simultaneously
- Demonstrated ability to consistently provide excellent customer service
- Ability to communicate effectively with a wide range of stakeholders and articulate digital in business language to non digital audiences
- Detail-oriented and proactive with the proven ability to manage key priorities in order to meet tight deadlines
- Strong written and verbal communication as well as the ability to plan and organise effectively
- Team player

#### Contacts

Internal:

Digital Marketing Team, Online/Digital Team, Advertising Account Managers, Legal Staff, Brand Managers

External:

Advertising Agencies, Advertising Suppliers

#### Position Requirements

Qualification:

Recent graduate with a degree in Marketing/Communications/Business; or equivalent tertiary qualifications. Internship/work experience preferable.