

Employee Job Description



ROLE DETAILS

Position Title	Digital Communication Coordinator	Staff Category	Permanent Part Time
Ministry Area	Marketing & Communications	Reg. Hrs/Week	22.5
Employee Name		Reports to	Marketing & Communications Team Leader

ROLE SUMMARY (PURPOSE)

Overall description of the role including – purpose, broad scope and strategic importance. (N.B. This can be expanded to 3-4 statements).

Working closely with the Marketing & Communications Team Leader, you will be creating, scheduling and publishing original content on social media platforms and the Riverview Group's online presence. The role also assists with socials comment management, live-stream monitoring, photography, graphic design and delivery of product collateral, marketing solutions, development of assets and brand alignment with Riverview's marketing strategy.

KEY RESPONSIBILITIES

List In order of importance/priority

Key Result Areas (Primary responsibilities/tasks)	% Role	KPI's
<p>Digital Marketing</p> <p>Website development and maintenance, updating graphics, improvements to SEO optimisation (Google adwords, web-marketing campaigns and analytics)</p> <p>Capture of multimedia content (video, photography) for use in digital communications – including editing and storage of photos.</p> <p>Coordination and leadership of photography volunteers at celebrations - briefing, feedback and connection.</p> <p>Creation and implementation of email marketing campaigns using MailChimp.</p> <p>Graphic design of print or digital marketing collateral for screens, clients or social media.</p> <p>Supporting the Marketing & Comms Area Leader and provide quoting, project management or administration assistance as required for the area.</p>	40	<p><i>Website always up to date. Growth of our website presence..</i></p> <p><i>Fresh content added monthly to digital channels.</i></p> <p><i>Volunteer growth and photo quality.</i></p> <p><i>Emails completed on due dates – evaluate effectiveness.</i></p> <p><i>Delivery and quality of design jobs.</i></p>
<p>Social Media</p> <p>Create high-quality engaging and strategic visual and written content in alignment with our brand and social guidelines across multiple channels.</p> <p>Growth of all social media channels reach, engagement and followers.</p> <p>Generate and maintain monthly content calendars and implement campaign strategies.</p> <p>Continuously improve by capturing and analysing the appropriate social data/metrics, insights and best practices.</p> <p>Implement paid and organic social advertising campaigns across multiple platforms, managing budgets and reporting.</p> <p>Comment management ensuring that authentic conversations build community and enhances our followers experience.</p> <p>Live stream monitoring and commenting, including post stream follow-up.</p> <p>Build a social media volunteer team, who can assist in developing extraordinary campaigns, strategies and creating out of the box content.</p>	60	<p><i>Monthly social schedule prepared for approval</i></p> <p><i>Out of the box thinking to stop the scroll.</i></p> <p><i>Growth as per MAPs for 2019</i></p> <p><i>Weekly tracking of socials growth and analytics, monthly report produced.</i></p> <p><i>Monitoring of socials comments, and weekly suggestions for ways to surprise and delight our followers.</i></p> <p><i>Two social volunteers by July 2019.</i></p>

ROLE DIMENSIONS						
Reports	Staff	Volunteer	Time Horizon for Decision-making (Level of Authority within the role to make decisions)		0 to 3 month	
	Direct	0		0	X	3-12 months
	Indirect	0		10		12-24 months
	TOTAL	0		0		2-5 years
Departments Org Chart Attached		<input type="checkbox"/> Yes** <input type="checkbox"/> No				

MAJOR CHALLENGES	Major challenges facing this role, now and into the future

OTHER DETAILS	Any other information relevant to understanding the role
Role includes 4hrs on Sunday to coordinate socials posts and volunteer management of photographers and socials ambassadors.	

KEY COMPETENCIES	Key requirements for success in role (qualifications/skills/experience/behaviours/attributes)
Essential	
<ul style="list-style-type: none"> • Excellent communication and interpersonal skills – warm and friendly, with an ability to relate well and liaise with a wide variety of people • Strong administrative and organisational skills • Experience in social media management - channels such as Facebook, Twitter, LinkedIn, Instagram and YouTube • On top of the latest social media technology and trends, a good creative eye, and passion for digital innovation • Experience working with web-based CMS platforms • Excellent verbal and written communication skills – proofing, grammar, clarity, detail (copywriting) • Knowledge of photography basics • Proven experience in Photoshop, Lightroom and InDesign • Self motivated and resourceful, consistent, reliable and dependable • Proficient use of Microsoft Office, Outlook 	
Desirable	
<ul style="list-style-type: none"> • Marketing or Communications degree graduate • Experience with managing paid social campaigns - Facebook advertising, Facebook Ad Manager, Google Adwords • Knowledge of SEO marketing • Craft CMS or web design (HTML) experience • High level video/motion graphics 	

Physical and other requirements of role		
Resources required for role	Details	
Keys	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Workstation/Office	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Computer	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Network Access	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Telephone	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Mobile or allowance	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Other	Yes <input type="checkbox"/>	No <input type="checkbox"/>

Last reviewed by	Lisa Gageler	05 / 04 / 2019
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