

# **POSITION DESCRIPTION**



# Position Description

## Senior Social Media and Content Coordinator

### Purpose of the position

Working as part of the SATC's Social Media and Content Team, the Senior Social Media and Content Coordinator is responsible for the coordination of owned content across SATC's digital channels. This position plays an integral role in the implementation of our social media and content strategy – which encompasses all owned activity on @southaustralia platforms, the content on southaustralia.com and our See South Australia email marketing communications. The Senior Social media and Content Coordinator plays a leading role in the execution of all our social media activity and supports other members of the team in the execution of onsite content and email marketing. The Senior Social Media and Content Coordinator – along with the wider Social Media and Content Team – acts as the guardian of our online brand narrative and tone of voice. We are the storytellers of the SATC and are responsible for shaping and delivering the story of South Australia as a travel destination.

Position Title:	Reports to:	Position Classification:
Senior Social Media and Content Coordinator	Social Media and Content Manager	AS05 Non-Executive Contract
Group / Unit:	Location:	Direct reports:
Digital Marketing/ Marketing	Level 9, SA Water House, 250 Victoria Square	NIL

### Our Values



#### GO BOLDLY

We thrive on taking risks and enjoy stepping outside our comfort zone.



#### DIG DEEPER

We never settle for simply scratching the surface. We're hungry for knowledge, fresh ideas and innovations.



#### CAN DO

We believe there's nothing we can't do as a team.



#### SHARE THE LOVE

We have a passion for excellence and exceeding expectations.

## Essential Criteria

### ESSENTIAL QUALIFICATIONS

- Tertiary qualification in marketing, communications, journalism, arts/design, communications, public relations or other relevant discipline.
- 3-4 years' full-time experience in a similar role, or working within the social media or marketing industries.

### ESSENTIAL SKILLS

- Highly organised and efficient – must be able to meet regular deadlines and take ownership over a daily social and content schedule that is distributed to an audience of more than 2.3 million people.
- Possess excellent written communication skills and the ability to write with flair and creativity for the digital environment.
- Have superior time management skills - must be able to show a demonstrated track record of juggling tasks incoming from multiple teams simultaneously.
- Enjoy teamwork and collaboration – must be willing to support the greater efforts of the commission, including providing advice to, and working on, the roll out of domestic and global campaigns, major events, and commission-wide initiatives.
- A confident self-editor who can work to a style guide and create accurate copy that can be published without oversight
- Possess an appetite for personal improvement – seeks out professional growth opportunities, has an open-mindset and is always learning.
- Willingness to take direction from the Social Media and Content Manager and contribute to the positive workplace culture at the SATC.

### ESSENTIAL EXPERIENCE

- Have experience in social media management, including; managing and executing a daily social media content schedule, regular community management and reporting.
- Experience managing social media communities, including; moderation, implementing community policies and guidelines, responding to queries, requests and complaints.
- Ability to use Photoshop and Adobe Premiere Pro to edit photos, short form videos and manage visual assets.
- Experience sourcing and commissioning videography and photography assets, writing briefs, quoting, negotiating deliverables and providing feedback to creatives.
- Experience producing social content – either shooting social content or the coordination of photoshoots.
- Experience managing external stakeholders – from influencers, content creators, photographers, videographers to business owners.
- Have experience writing creatively for a blog, website, or social media platforms.

## ESSENTIAL KNOWLEDGE

- Have a passion for storytelling and an understanding of the key professional tenets of written storytelling.
- Highly developed understanding and practice of spelling, grammar and punctuation principles.
- Have an understanding of the social media industry and social media marketing, including; the key principles and practices, metrics used, content types and algorithm trends/changes.
- Highly analytical with a keen interest in deep diving into analytics, tracking progress and measuring success.

## Desirable Criteria

### DESIRABLE BUT NOT ESSENTIAL QUALIFICATIONS

- Video editing certificate/ course or equivalent experience

### DESIRABLE BUT NOT ESSENTIAL SKILLS

- Experience working with CMS software and digital marketing platforms– specifically Umbraco, Emplifi, Monday.com
- Understanding of conversion, UTM tagging and digital user journey.

### DESIRABLE BUT NOT ESSENTIAL EXPERIENCE

- Experience in budgeting, including; fielding quotes, processing invoices and managing admin related expense documents.
- Experience curating eDMs and executing an eDM content schedule – or a strong knowledge of the role that eDM communication plays in a broader marketing strategy.

### DESIRABLE BUT NOT ESSENTIAL KNOWLEDGE

- Knowledge and understanding of the travel and trade industry.
- Strong personal interest in and understanding of travel, videography, social media, photography, and innovative content that continues to push boundaries and sets trends.
- An understanding of SEO principles and websites.

Competencies	
<b>ATTENTION TO DETAIL</b>	Accomplishes tasks through concern for all areas involved, showing concern for all aspects of the job; accurately checking processes and tasks; maintaining watchfulness over a period of time. Establishes and maintains systems and processes which produce a consistent outcome.
<b>COMMUNICATION</b>	Speaks clearly and fluently in a compelling manner to both individuals and groups. Clear and concise written communication utilising the appropriate style and grammar for the reader.
<b>PLANNING AND ORGANISING</b>	Establishes plans and budgets for self and/or others to accomplish. Organises and schedules resources and activities. Establishes procedures to monitor the results of delegations, assignments, or projects. Works systematically and structures own time effectively.
<b>CREATIVITY AND INNOVATION</b>	Creates new and imaginative ideas to work-related issues. Identifies fresh and novel approaches and shows a willingness to question traditional assumptions.
<b>INITIATIVE</b>	Takes action to achieve objectives beyond what is required. Self-starting, rather than accepting passively. Displays a sense of urgency and high energy/drive to get the job done. Anticipates problems and acts.
<b>TEAMWORK</b>	The genuine intention and interpersonal skills to work cooperatively with others, within and across the organisation. It includes respecting others, valuing ideas and diversity, supporting the team environment, and subordinating own objectives to the objectives of the organisation or team.

## Key Responsibilities

### SOCIAL MEDIA MANAGEMENT

- Work with the Social Media and Content Manager and wider team to contribute to and implement the social media marketing strategy.
- Work with the Social Media and Content Manager to ensure @southaustralia's social media platforms are best in class by being the expert on all things social, including keeping up-to-date on algorithm changes and best practices.
- Contribute to monthly social media plans and strategy reviews – ensuring we are pivoting our content strategy to meet trends and algorithm changes.
- Communication of digital performance to all stakeholders through regular and contextual reporting.
- Day to day management of our social media channels, including; finding, curating, writing and scheduling all content, responding weekly to trends via timely content, daily community management, moderation and risk identification.
- Creating and editing short form video content for our social channels
- Work collaboratively with the other coordinator to find new and engaging ways to cross - promote content across our digital channels.

### PERFORMANCE MEASURES

- Social performance against KPIs and goals.
- Positive in-team collaboration.
- Social media content quality and accuracy.
- Meeting campaign and all content deadlines.

### CONTENT WRITING AND WEBSITE ADMINISTRATION

- Writing regular blog content and page copy for southaustralia.com that aligns with our brand tone of voice and editorial style guide.
- Auditing, editing and optimising existing content and web layouts.
- Assist in collating content, managing and sending email marketing communications when required.
- Work collaboratively with the PR, domestic and international marketing teams to ensure alignment between campaign and content goals.

### PERFORMANCE MEASURES

- Effective integration of written content with the social media strategy, campaigns and always on activity.
- Positive in-team collaboration.
- Website and email content quality and accuracy.
- Meeting campaign and all content deadlines.
- Achieving all other agreed upon KPI's as part of the social media and content strategy.
- Always working to improve quality of the user journey.

## **ADAPTABILITY AND TEAMWORK**

- Adapts quickly and positively to changing demands, new responsibilities and tasks.
- Builds relationships with others including the tourism industry and operators, external content creators and internal team members.
- Ability to learn and take on new tasks to achieve group objectives.
- Understands and is committed to the organisation's quality policies and procedures.
- Shows attention to detail and advocates for the proper use of the English language, grammar and brand voice.

## **PERFORMANCE MEASURES**

- Maintains effectiveness and efficiency in an agile environment.
- Demonstrates flexibility in thinking and adapts to and manages the increasing rate of change. Adheres to quality and quantity of work.
- Assists others in completing team tasks.
- Shares information, ideas, and suggestions.
- Contributes to positive workplace culture and engages during team meetings.
- Being an integral team member who is respected for their written and digital expertise.
- Agency interaction and collaboration.

## **ORGANISATIONAL CONTRIBUTION / SAFETY AWARENESS**

- Adhere to SATC policy and procedures on all matters relating to health and safety.
- Ensure that SATC vehicles are maintained in accordance with SATC Motor Vehicle Policy, attend driver training, and drive according to the law and prevailing conditions.
- Follow the principles of a sustainable working environment by following organisational greening initiatives

## **PERFORMANCE MEASURES**

- 100% commitment to Work Health and Safety (WH&S).
- 100% attendance in relevant WH&S training.
- Ensure knowledge and appropriate application of WH&S procedures and policies.

### Special Conditions

- The appointment will be subject to a 6-month probation period. Continuation of the contract is conditional upon the achievement of performance objectives and the allocation of sufficient funding.
- The incumbent will be required to undertake an annual performance agreement with their direct manager, using the SATC's Performance Development process.
- Take personal responsibility for understanding and complying with the South Australian Tourism Commission policies on WHS, equal employment opportunity and public administration.
- The incumbent is responsible and accountable for keeping accurate and complete records of their business activities in accordance with the State Records Act 1997.
- It is the policy of the Commission that staff can be reassigned to other positions or roles consistent with their classification level to meet changing work demands and/or their personal development needs.
- The incumbent may be required to undertake a relevant national police check or employment screening check
- Class C Drivers Licence and willingness to drive
- Out of hours work, intrastate and interstate travel may be required.



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Executive Manager

**Erik de Roos**  
Executive Director  
Marketing

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Signed

\_\_\_\_\_  
Date

Line Manager

**Lily Hoffmann**  
Social Media and Content  
Manager  
Marketing

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Date

Incumbent

**Name**  
Title  
Marketing

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Date