

POSITION DESCRIPTION

POSITION TITLE:	Digital Community Coordinator
LOCATION:	Southport
REPORTING TO:	Senior Customer Experience Manager
DEPARTMENT:	Customer Experience

PURPOSE STATEMENT

The Digital Community Coordinator will deliver a high-level engagement strategy across our digital assets. Operating across the social media, web and marketing automation platforms, the role will write, collate and build campaigns that are highly engaging and generate leads, excitement and interest in The BUSY Group programs. Managing the end-to-end success of four distinct brands and the voice of our customers within the marketing unit.

OUR VISION

To improve social equity through having more people in jobs, more people learning new skills, and more communities exposed to positive change.

OUR MISSION

- To promote training, employment and workforce planning solutions to employed, under-employed and at risk members of our Communities, with particular emphasis on youth.
- To provide bridging assistance where government and community resources are lacking.
- To assist new and existing businesses to grow and prosper through effective workforce planning.
- To create and maintain partnerships with other providers, industry groups and governmental agencies

OUR VALUES

- **Inclusive:** People of all communities coming together as one team for common goals
- **Excellence:** We always strive to exceed
- **Resilience:** Equipped to meet challenges and exceed
- **Integrity:** We act with honesty and sincerity
- **Innovation:** Embracing new ideas and technology to stay ahead of change

REPORTING

This position reports to the Senior Customer Experience Manager

PRIMARY DUTIES

- Creating and executing the monthly strategic content plan in line with the individual business unit objectives for all social media channels including – Facebook, Instagram, LinkedIn and Twitter
- Together with the Senior Customer Experience Manager, coordinate a group-wide approach to content planning and distribution
- Build and manage the company's social media profiles and presence, including Facebook, Twitter, LinkedIn, Instagram and additional channels that may be deemed relevant

- Promote company's vision, culture and critical activities on varied social media platforms
- Create self-produced, in house content for all social media channels including videos
- Monitor and engage in relevant social discussions about our company, competitors, and/or industry, both from existing leads and customers as well as from new audiences
- Run regular social promotions and campaigns and track their success
- Drive consistent, relevant traffic and leads from our social network presence
- Explore new ways to engage and identify new social networks to reach our target customers
- Track, measure, and analyse all initiatives to report on social media ROI
- Optimise our marketing automation and lead nurturing processes through email, content, and social channels
- Update the websites and digital channels
- Run and optimise Google AdWords campaigns
- Conceptualise and project manage podcasts and webinars
- Boosting posts and managing paid social media campaigns.
- Monthly reporting to wider business.

PERFORMANCE MEASURES

- Frequency of posts
- Improvements in social media metrics including engagement, followers and enquiries
- Lead generation – specific to individual business units and programs

KNOWLEDGE, SKILLS & EXPERIENCE

- A can do person with incredible observation and investigatory skills
- A publisher/journalist/advertiser who can humanise the story and vision of The BUSY Group
- 3 + years of similar experience
- Flexible with hours depending on social media requirements
- Active and well-rounded personal presence in social media with a command of each network and their best practices
- Excellent communicator and creative thinker, with an ability to use both data and intuition to inform decisions
- Organised planner who thrives on contributing to a fast moving marketing environment

KEY DIMENSIONS:

Working within a high performing marketing team you will be required to deliver on a high engagement strategy across our digital assets. Working across the social media, web and marketing automation platforms the role will require you to write, collate and build campaigns that are highly engaging and generate leads, excitement and interest in the programs that The BUSY Group run. You will own the end-to-end success of 4 distinct brands and be the voice of our customers within the marketing unit. Your success will be measured by customer engagement with your content pieces. From time to time, you will also be required to help in other areas of the marketing team such as events and PR.

WORKING RELATIONSHIPS:

Working within a high performing marketing team you will be working closely with the marketing unit to deliver on key campaigns and marketing initiatives. You will be required to be a team player who communicates openly in a high transparency environment. You will be required to work across the BUSY Group to execute on the role and must be comfortable presenting at executive levels.



QUALIFICATIONS

- Arts, Journalism, Communications or Marketing degree qualified (or related discipline)

This Position Description is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements.

I have read and understood the duties and responsibilities required of me in this role.

Employee Signature: _____ Date: _____