



## POSITION DESCRIPTION

Position Title	Digital Marketing Specialist	Position No.	50047653
Team	Audiences	Classification	Administrative/Professional
Department	Marketing	Schedule Roster Cycle	Schedule A Non-Rostered
Location	Ultimo	Band / Level	Band 6
Reports to	Group Marketing Manager [Reporting To (Position No.)]	HR Endorsement	[Endorsement]

Purpose

To manage, coordinate and implement best practise digital communications across earned and owned channels across the ABC.

### Key Accountabilities

- Execute strategic, integrated digital marketing campaigns across social media and other earned media platforms, across ABC priority projects, platforms and content.
- Work closely with a range of stakeholders to develop creative online opportunities for content that will engage audiences across all social and earned media platforms.
- Actively work with producers to influence social deliverables which meet ABC requirements.
- Work closely with the publicity team during the campaign and content planning phases to maximise the use of additional material supplied for ABC commissioned content.
- An understanding of, and experience with, a range of third party media platforms and how they can add value to existing and new communities.
- The capacity to stay abreast of emerging trends, and adopt into work place practices. Share knowledge within the team and also with key stakeholders.
- Engage with audiences on social media in real time, and monitor, and moderate/ respond to social media conversations in a timely and expert fashion.
- Measure and report online engagement and activity on internal and external sites.
- Create digital assets for third party platforms, including other media for publicity purposes, including memes, editing clips, gifs etc.
- Actively promote the ABC values and apply all relevant workplace policies and guidelines.
- All ABC staff are required to cooperate with any reasonable instruction, procedure or policy relating to safety, and take reasonable care for their own safety and that of other persons who may be affected by their conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Divisional Directors and Other Officers.

### Key Capabilities/Qualifications/Experience

1. Minimum of 3 years experience working in online environments as a social media editor / producer. Experience working in a TV or broadcast environment desirable.
2. Demonstrated high computer literacy, with sound knowledge of Photoshop. Basic Final Cut Pro experience preferred.
3. Demonstrated advanced writing and copy-editing skills.
4. Proven creative and collaborative approach with ability to work across multi projects for multiple brands.
5. Demonstrated ability to manage stakeholders to develop creative ideas, curate and write content.
6. Demonstrated experience in generating social media content that leads to increased audience engagement.





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7. Demonstrated experience in growing online communities and influencer programs.
8. Demonstrated ability to monitor, moderate and edit forums and social media platforms in real time.
9. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
10. **ABC Policies:** Understanding of the relevance and scope of ABC policies and the ABC Principles and a commitment to adhere to these; particularly in relation to complying with health, safety and wellbeing requirements in the workplace and acting in accordance with the ABC Principles.
11. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.
12. Demonstrated knowledge and understanding of Aboriginal and/or Torres Strait Islander cultures and an understanding of the issues affecting Aboriginal and/or Torres Strait Islander people. And, ability to communicate sensitively and effectively with Aboriginal and/or Torres Strait Islander people.