



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	MEDIA COORDINATOR
Position no:	50063860
Team:	[Audiences]
Department:	Integrated Media
Location:	Ultimo
Reports to:	MEDIA PLANNING LEAD 50051252
Classification:	Administrative/Professional
Schedule:	[Schedule A]
Roster cycle	[Non-Rostered]
Band/level:	[Band 4]
HR Endorsement:	21/04/2022

Purpose

To coordinate marketing and media campaigns to promote the full range of ABC content, product and services, across multiple platforms to new and existing audiences.

Key Accountabilities

- Under routine direction, be responsible for the coordination of material management and creative delivery of assets for all campaigns.
- Support media planners with external media plans and bookings, including the gathering of Insertion Orders and facilitating bookings.
- In collaboration with media planners, interpret platform data and web analytics to deliver accurate campaign reporting including budget management and tracking of media activity.
- Manage the tracking and reporting of offline and broadcast media including on air/placement checks/proof of postings.
- Support the implementation of owned and paid digital media campaigns to provide most effective outcomes in relation to campaign structure and results through the utilisation of best practice principles.
- Contribute to the development of effective and measurable media plans in response to internal briefs, across both owned and paid media.

- Contribute to strategic, innovative and integrated media communications in cooperation with the Integrated Media team and various ABC marketing team members.
- Contribute to campaign management and optimisation of digital media plans using appropriate resources, including, Facebook Business Manager and Google Marketing Suite.
- Contribute to the development, and maintenance of team processes and procedures to ensure resource efficiency.
- 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. Relevant tertiary qualifications or demonstrated equivalent skills, knowledge and experience.
2. Proficient in gathering relevant information / data and undertaking efficient and accurate reporting using Microsoft Excel skills.
3. Proficient in identifying, defining and solving issues relevant to role, with a level of autonomy.
4. Demonstrated experience or knowledge of working with online media environments such as paid social or display, with a sound understanding of digital performance metrics.
5. Base knowledge of Google Analytics, Facebook Business Manager and Google Marketing platforms and campaign management tools desirable.
6. Proficient written and verbal communication skills and ability to deliver clear, concise communications in the appropriate style when responding to tasks.
7. Proven ability to foster effective relationships with internal and external stakeholders.
8. Demonstrated ability to work effectively under pressure to achieve agreed outcomes in the specified timeframe.
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.



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