



POSITION DESCRIPTION

Position Title	Digital Co-ordinator	Position No.	50028659
Team	ABC Commercial	Classification	Administrative/Professional
Department	ABC Music and Events	Schedule Roster Cycle	Select Select
Location	Ultimo, Sydney	Band / Level	Band 4
Reports to	Digital Manager 50009507	HR Endorsement	[Endorsement]
Purpose			

Working closely with ABC Music Label Managers and Digital team, coordinate and execute ABC Music and Events digital strategy across online platforms and digital music providers to increase audience engagement and reach.

Key Accountabilities

- Assist with the creation of digital marketing campaigns including advertising across social media, search and all other external third-party sites.
- Working with the Digital Manager, implement digital strategy for label activities, and actively communicate with the labels digital audience to increase online reach, awareness, and engagement.
- Maintain ABC Music & Events social media channels, websites and playlists including creating, uploading and optimising content.
- Assist Digital Content Producer with the production of marketing materials (including basic filming and graphics) and upload onto ABC Music social media platforms and all owned web platforms.
- Keep abreast of all activity relating to the ABC Music & Events roster and perform digital duties as required by the label managers and third parties.
- Assist in pitching to Digital Service Providers by collating key info for our priority releases on a weekly basis.
- Assist in maintaining ABC Music owned and artist YouTube channels including weekly uploads and optimisations.
- Produce digital reports for album campaigns and ABC Music activity when required.
- Actively promote the ABC values and apply all relevant workplace policies and guidelines.
- Cooperate with any reasonable instruction, procedure or policy relating to safety and take reasonable care for your own safety and that of other people who may be affected by your conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Team Directors, and other Officers.

Key Capabilities/Qualifications/Experience

1. Demonstrated current knowledge of the Australian and International music industry with a working knowledge of the digital music industry.
2. Proven experience working in a record label or digital music provider is ideal.
3. Understanding of both physical and digital marketing of music is ideal.
4. Experience managing a brands social media presence including content creation and maintaining tone of voice.
5. Demonstrated understanding of and keen interest in social media analytics, optimisations, platform specific strategies and content-first marketing.
6. YouTube Certification is desirable.





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7. Demonstrated knowledge of digital media industry, technologies, systems, products, services, distribution channels and business models.
8. Demonstrated marketing experience is desirable, including an understanding of how to effectively use social media networks as part of a communication strategy.
9. Proven client relationship skills; excellent interpersonal, problem-solving and written and verbal communication skills with the ability to present ideas and information clearly.
10. Collaborative team player with the ability to multi-task under pressure, balance priorities, maintain attention to detail and take initiative to identify and solve problems.
11. Proven ability to quickly learn proprietary systems and tools.
12. Proven well-developed computer literacy with skills in a range of applications; experience with Photoshop, CMS management, basic HTML/coding, basic Adobe suite and video editing software (various) desirable.
13. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
14. **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.
15. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.