



POSITION DESCRIPTION

Position Title	DIGITAL MEDIA COORDINATOR	Position No.	50050327
Team	[Audiences]	Classification	[Administrative/Professional]
Department	Integrated Media	Schedule Roster Cycle	[Schedule A] [Non-Rostered]
Location	Ultimo	Band / Level	[Band 4]
Reports to	MANAGER, MEDIA STRATEGY & OPERATIONS 50045907	HR Endorsement	11/01/2019

Purpose

To coordinate marketing and media campaigns to promote the full range of ABC content, product & services, across TV, radio and online, to new and existing audiences .

Key Accountabilities

- Contribute to the development of effective and measurable media plans in response to internal briefs, across both owned and paid media.
- Responsible for the interpretation of platform data and web analytics to deliver accurate campaign reporting including budget management and tracking of media activity.
- Contribute to strategic, innovative & integrated media communications in cooperation with Integrated Media team and various ABC marketing team members
- Support the implementation of paid digital media including social (primarily Facebook) and paid search campaigns to provide most effective outcomes in relation to campaign structure and results through the utilisation of best practice principles.
- Responsible for the coordination of material management and creative delivery of assets for all campaigns.
- Support media planners with external media bookings, responsible for gathering of IOs and facilitating bookings.
- Contribute to campaign management and optimisation of digital media plans using appropriate resources, including, Facebook Business Manager and Google Marketing Suite.
- Responsible for the tracking and reporting of broadcast media including on air / placement checks.
- Responsible for all team invoicing and financial tracking admin including media spends and accruals.
- Use initiative to identify, define and solve problems relating to day to day tasks across the Integrated Media team.
- Contribute to the development, and maintenance of team processes and procedures to ensure resource efficiency.
- Develop proactive relationships with internal stakeholders and effectively collaborate to ensure media plans are delivered on time, on budget.
- Foster external relationships with digital media partners to support both day to day needs and innovation.
- 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.





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Key Capabilities/Qualifications/Experience

1. Proficient in gathering relevant information / data and undertaking efficient and accurate reporting using Microsoft Excel skills.
2. Proficient in identifying, defining and solving issues relevant to role, with a level of autonomy.
3. Some experience or knowledge of working with online media environments desirable, with a sound understanding and base knowledge of social media channels and paid search.
4. Possess excellent verbal communication skills and ability to deliver clear, concise communications in the appropriate style when responding to tasks
5. Base knowledge of Google Analytics, Facebook Business Manager and Google Marketing platforms and campaign management tools desirable
6. Proven ability to foster effective relationships with internal and external stakeholders.
7. Be able to work effectively under pressure to achieve agreed outcomes in the specified timeframe.
8. Ability to be self-motivated and demonstrate ability to work on day to day tasks with general direction.
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.