**Position Description**

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| **Date of Creation:** 5th October 2016 |
| **Position Title:** Community Manager and Content Specialist |
| **Department:** Online Connection |
| **Location:** Adelaide, Docklands or Bendigo |
| **Reports To:** Senior Manager Social Media and Online Community |
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## Organisational and Position Overview

Online Connection is accountable for managing the performance and evolution of key customer facing online assets including bendigobank.com.au, corporate Social Media pages, Opening Accounts Online and Bendigo Bank Online Communities. Success for these assets is measured by their ability to service existing customers, engage with and assemble potential customers, support both offline and online campaigns and other business units in achieving customer outcomes and ultimately in writing profitable business.

In addition the business unit acts as both a subject matter expert and active contributor to other ‘brands’ and business units seeking to uplift their online presence and online connection with the audience they serve.

# Part A: Job Specification

## Job Purpose

*To source, produce, create and deliver quality Social Media content that delivers against the Online Connection strategy and agreed content pillars. To produce quality web content that supports the customer journey and incorporates the requirements of SEO.*

## Reporting & Relationships

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| **Direct Reports** | **Key Relationships** |
| **Nil** | Local Connection |
|  | **Community Bank®** Partners |
|  | **Community Bank®** Department |
|  | Marketing |
|  | Public Relations |
|  | Risk Business Partner |

## Key Accountabilities

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| **Key Result Area** | **Accountability** | **Standards** |
| Content Management | Create, plan and deliver engaging content and social content to drive brand engagement and support both online and offline campaigns  Set objectives for continuous improvement in key Social metrics such as reach, engagement and audience numbers and refine output as required to deliver these  Run Social advertising campaigns with a focus on optimise outcomes by setting objectives, measuring performance and refining content as required  Support Branches (both Company & Community) to engage their local audience online by utilising bendigobank.com.au and the Corporate Social pages to share their stories  Support Local Connection at a cluster level by creating and executing targeted Social campaigns  Use Social listening to understand consumer behavior, identify trends and recognise opportunities for engagement and be able to respond in an agile manner | Content themes should be planned no less than three months ahead and finalised posts should be ready no less than two weeks in advance. Links to strategy should be evident and success against business objectives must be measured  Understanding of the nuances and opportunities for each platform managed evidenced by the style and form of content posted  All content created is accurate and uses correct spelling, punctuation and social media or web conventions  All content is appropriately tagged, titled, targeted and keyword optimised.  All content adheres to the appropriate tone of voice guidelines.  All content is produced within agreed turnaround times  Processes to ensure a good understanding of content requirements are established prior to writing as evidenced in part by a less than 10% rework of total output  Ensure that all required approvals such as but not limited to, privacy, copyright or authority to use image are in place before submitting copy for publishing |
| Stakeholder Engagement | Develop and maintain open communication and effective professional relationships with internal stakeholders to ensure an understanding of Social and web strategy to ensure that relevant content is produced at the appropriate time.  Understand stakeholder’s business objectives and ensure that work is prioritised and focussed on supporting these  Strong working relationships within the Branch network are key to ensuring content is sourced to populate the branch web content  Create visibility of competing priorities amongst stakeholders and have the ability to support discussions amongst stakeholders that resolve these issues in favour of the customer experience | Maintain a process of accurate record keeping for branch web content updates to ensure there is visibility of when content is out of date  Relevant reporting is in place to show the outcomes of specific Social Media activities in relation to business objectives, marketing campaigns and desired branch outcomes  Stakeholders recognise the opportunity of Social Media, Communities and Branch web pages in achieving their business objectives  Clear and consistent communication mechanisms are in place to distribute information on key activities within the business unit, amongst stakeholders and across the Bank |
| Leadership | Provide advocacy within the organisation for customers who choose to interact with the Bank via online customer capability  Ensure currency of industry knowledge  Contribute to the understanding of Social Media as an effective public engagement, customer service and customer acquisition tools | Take accountability for own performance and results  Evidence of ‘one team’ behaviour within Online Connection through high levels of cross team collaboration and shared purpose. |
| Risk | Ensure work practices are conducted in accordance with all Bank risk management and compliance requirements as specified in Bank policy, corporate and business unit procedures  Support a strong risk awareness culture amongst all team members to identify, minimise and manage risk | Policies and procedures for business unit operation are current and adhered to.  Demonstrate that the Social Media crisis management plan is understood |
| Values | Demonstrate behaviour in accordance with Bank Values |  |

**Part B: Person Specification (Minimum Requirements)**

**Qualifications, Knowledge & Experience**

* *Exceptional content creator with evidence of advanced skills across copy writing, creative concepts, audience engagement, Online Community building, SEO and usage of measures to understand content performance*
* *Excellent communication, negotiation and stakeholder engagement skills*
* *Sound experience with paid Social content and campaigns*
* *Familiarity with the creative and video production process*
* *Strong understanding of the digital channel mix and the functions, content requirements and success metrics of each*
* *Minimum 2 years’ experience in successfully managing Social Media pages and writing optimised copy for web*
* *Tertiary qualification in marketing, journalism, communication or related discipline will be well regarded*

## Technical & Business Skills

* *Experience working with major Social Media platforms and with utilising social media tracking, scheduling and listening tools (Spredfast of similar)*
* *Experience with Content Management platforms (Matrix or similar)*
* *Experience with Marketing Automation platforms (Marketo or similar) desirable*

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| **Special Requirements** |

As Online Connection is an evolving operation, to be successful in this role the incumbent must be flexible and adaptable and able to work with ambiguity at times with how the function and department is evolving and changing.

Additionally Social Media is one of the very few roles in the organisation where your daily work output is visible to both colleagues and the World Wide Web so confidence, pragmatism and courage are necessary personal attributes.

In order to manage risks and issues through Social Media there may be a requirement to work outside of normal operating hours. It’s important that the incumbent is prepared to work outside of normal hours and potentially at short notice if required. For Example:

• During crisis management such as an unplanned system outage impacting customer facing systems;

• Or to support customer communication of major project implementations where there is a change of process or system access for customers;

• To monitor the Bank’s social media presence after hours to address any urgent issues presented by user posted content