

ABC POSITION DESCRIPTION

Division:	<i>Audience & Marketing</i>	Position Title:	<i>Digital Media Coordinator</i>
Department:	Integrated Media	Classification:	Administrative/Professional, Schedule A (Non Rostered) Band 4
Location:	Ultimo	Position No:	
Reporting to:	Manager, Digital Media Strategy	Approval:	
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:			
<ul style="list-style-type: none">▪ Contribute to the development of effective and measurable media plans in response to internal briefs, across both owned and paid media.▪ With the appropriate training and development, interpret platform data and web analytics to deliver accurate campaign reporting including budget management and tracking of media activity.▪ Leverage own personal experience within the digital environment and contribute to strategic, innovative & integrated digital and social media communications in cooperation with Integrated Media team and various ABC marketing team members▪ Assist in the implementation of paid digital media including social (primarily Facebook) and SEM campaigns to provide most effective outcomes in relation to campaign structure and results through the utilisation of best practice principles.▪ Participate in the campaign management, optimisation and reporting of digital media plans using appropriate resources, including, Facebook Business Manager and PowerEditor.▪ 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.			
Key Capabilities/Qualifications/Experience:			
<ol style="list-style-type: none">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 tasks5. Base knowledge of Facebook Business Manager and Google AdWords and social media campaign management tools desirable6. 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. An understanding of and commitment to the ABC’s aims, values and workplace policies.			