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| **Title** | Social Media Coordinator |
| **Department** | Public Affairs |
| **Location** | Melbourne |
| **Employment** | Full Time – 12-month contract |
| **Reports to** | Manager Tigerair Communications |
| **Direct reports** | Nil |

Tigerair Australia has a vision to be the value airline of choice for all Australians and is committed to delivering the best in terms of safe, affordable and reliable air travel with friendly service. As part of the Virgin Australia Group, Tigerair plays an important role in the Group vision to change aviation for good. This purpose and our values guides our behaviour and applies to every aspect of our business.

**Role Overview**

The Social Media Coordinator is responsible for:

* Directly engaging with Tigerair’s social media audience by responding to queries and feedback
* Ensuring customer guidance, satisfaction and response through Tigerair’s social media and customer facing platforms
* Collaborate and work closely with the Customer Care team as well as the wider Operations and Customer Journey teams to ensure an end-to-end solution for each customer, media and general social notification
* Develop and maintain ongoing relationships with key stakeholders internally to assist with gathering ideas to capture content opportunities
* Conceptualising and creating engaging social media content including: campaigns, graphics and video content
* Provide feedback from social media trends and research and suggesting new ways to attract audiences and followers.
* 24/7 availability to work as part of a team across a four-week rotating roster, including weekends and out of hours, as well as have on-call presence

**Key Result Areas**

1. **Communications**
2. Adhere to the customer care social process flow and opt to provide an end-to-end solution within social media where applicable. This includes but not limited to, disruption management, online user experience, general product enquiries as outlined in the process.
3. Ensure brand standards compliance across all conversations.
4. Assist customers on social media directly.
5. Support any reporting requirements.
6. Understand the marketing promotional activity and how that will affect social liaison.
7. Understand the real-time operational performance and how that will affect social liaison.
8. Support content as required including, but not limited to, video and competitions.
9. Support the Communications team as required.
10. **Team Champion**
11. Have a passion for achieving goals and customer service.
12. Own everything you drive and have pride in what you do.
13. Constantly seek brand opportunities through community management and always consider taking on a new initiative if it means it will help us achieve target and enhance brand.
14. Have fun in a great culture within a small yet face-paced dynamic team.
15. Always consider how what you do will help our customer’s journey flying Tigerair.
16. Ensure a customer focused attitude in all output and ensure it upholds our safety-first core value.
17. Uphold Tigerair’s core values of Safety First, Respect, Integrity, Can Do Spirit and Innovation in all activities and interactions, both within and outside the company;
18. Collaborate and liaise with others to achieve Tigerair’s goals and outcomes.

**Key behaviours**

1. **Uphold Tigerair values**

Exemplify the Tigerair brand values in interpersonal dealing across the business.

* 1. Uphold Tigerair’s core values of Safety First, Respect, Integrity, Can Do Spirit and Innovation in all activities and interactions within and outside the company
  2. Collaborate and liaise with others to achieve Tigerair and Virgin Australia Group’s goals and outcomes.
  3. Demonstrate targeted communication across the management team and departments.

1. **Embody the Tigerair leadership standard**

Demonstrate the Tigerair and Virgin Australia Group leadership behaviours to help us change aviation for good.

1. Passionately Tiger! – be yourself and go together, work hard and dream big!
2. Desire to be better – we make life better for colleagues, customers and the community.
3. Collaborates – we’re better when we’re working together.
4. Inspires team – we capture the hearts and minds of our people to contribute at their fullest potential.
5. Creates future – we create the future today.
6. Drive results – we take ownership, holding ourselves and others accountable: screw it, let’s do it.
7. **Commitment to health and safety**

It is a requirement that the airline implements a Safety Management System (SMS). Every employee at Tigerair has a responsibility to follow the SMS and focus on safety performance and individual WHS. This process is designed to provide as high a level as possible of safety and safety assurance to all Company stakeholders.

It is your responsibility to:

1. Be aware of your individual accountabilities associated with the position you hold and adhere to those as prescribed in the organisation’s SMS.
2. Be aware of your relevant personal responsibilities under the WHS legislation and act accordingly in the work environment.

**Qualifications and experience**

* Experience in Communications or qualification in a Journalism, Marketing or Communications discipline
* Strong customer focus, customer service skills and community management experience
* Creative flair and ability to think outside the box will be highly regarded
* The ability to multi-task and coordinate activities in a face-paced environment
* Strong attention to detail and proofreading/editing skills
* Strong computer skills (MS office)
* Passion for the airline industry, our brand and our customers
* Previous experience in delivering high quality service within a high-volume, premium customer environment
* Proven commitment to high service standards, initiative and personal drive
* Proven experience of liaising with difficult customers through written and verbal conversation
* Knowledge of a customer complaint management system (Salesforce or other) *(preferred)*
* Detailed knowledge of Tigerair’s overall operations, particular ground operations and handling *(preferred)*
* Proficient use of new technologies i.e. social media platforms *(preferred)*
* Knowledge and experience in photo editing and video editing programs (photoshop) *(preferred)*