

# POSITION DESCRIPTION



<b>POSITION TITLE</b>	Social Media and Content Coordinator
<b>REPORTING TO</b>	Senior Manager, Marketing and Communications
<b>DEPARTMENT</b>	Organisation Capability and People
<b>CLASSIFICATION</b>	Common Law

## THE ROLE

To plan, create and deliver all social media and other digital marketing activity for Song Hotel and Song Kitchen, to drive customer engagement, develop new leads and reinforce brand positioning.

## KEY RESPONSIBILITIES

### Duties

- Own our digital marketing strategy for Song Kitchen and Song Hotel
- Manage all digital marketing activities for Song Kitchen and Song Hotel from end-to-end. This includes planning, content production, writing, photography and video editing as well as reporting and analysis
- Undertake copywriting and design of EDM's by building dedicated Hotel guest, Restaurant guest and Event organiser email journeys, targeted audience segments and advanced A/B testing for emails
- Work closely with internal stakeholders to contribute to the overall brand narrative of YWCA and embed Song Hotel as a key part of this brand
- Collaborate with the Song Hotel team, especially leadership, on content and campaign ideas, planning and resource requirements
- Collaborate with external agencies as required to achieve objectives
- Be a brand champion across the organisation ensuring one consistent brand is communicated internally and externally
- Provide comprehensive copywriting and design support to achieve fundraising objectives
- Other tasks as assigned

## QUALIFICATIONS, EXPERIENCE AND ATTITUDE

- Tertiary qualifications in marketing, digital production, or communications (highly desirable)
- Experience and knowledge of graphic design and video editing software including Adobe Creative Suite and Canva
- Experience in a similar role with demonstrated experience in building social media engagement
- Ability to build strong relationships at all levels based on trust and collaboration
- Concise and tailored communication and strong interpersonal skills
- Adapts well to and can lead, drive, and advocate change in an organisation
- Demonstrated passion for Women's Rights, social change and contributing to an organisation that advocates for equality through influencing and pushing boundaries
- Valid state-based working with children or working with vulnerable people check
- Experience working within a Not-for-Profit environment (highly desirable)

# POSITION DESCRIPTION



At YWCA Australia, we live our values every day

