

POSITION DESCRIPTION

POSITION TITLE:	Digital Marketing Officer
LOCATION:	Southport
REPORTING TO:	Senior Customer Experience Manager
DEPARTMENT:	Customer Experience

PURPOSE STATEMENT

The purpose of this role is to support the Customer Experience and Digital Marketing team in monitoring and management of The BUSY group digital communications and social media channels, execution of marketing automation and nurture programs as well as content creation, stakeholder engagement and some event and PR activities.

OUR VISION

To improve social equity through having more people in jobs, more people learning new skills, and more communities exposed to positive change.

OUR MISSION

- To promote training, employment and workforce planning solutions to employed, under-employed and at risk members of our Communities, with particular emphasis on youth.
- To provide bridging assistance where government and community resources are lacking.
- To assist new and existing businesses to grow and prosper through effective workforce planning.
- To create and maintain partnerships with other providers, industry groups and governmental agencies

OUR VALUES

- **Inclusive:** People of all communities coming together as one team for common goals
- **Excellence:** We always strive to exceed
- **Resilience:** Equipped to meet challenges and exceed
- **Integrity:** We act with honesty and sincerity
- **Innovation:** Embracing new ideas and technology to stay ahead of change

REPORTING

This position reports to the Senior Customer Experience Manager

PRIMARY DUTIES

- Assist with monitoring social media channels and managing comments and messages
- Assisting with various campaign execution
- Assist with executing marketing automation/nurture programs through CRM, marketing automation and email platforms.
- Lead management – Download of leads from Facebook, Website forms and other lead generation platforms for all active campaigns and distribute to business units for follow up
- Assist with building the company's social media profiles and presence, including Facebook, Twitter, LinkedIn, Instagram and additional channels that may be deemed relevant
- Promote company's vision, culture and critical activities on varied social media platforms
- Participate in exploring new ways to engage and identify new social networks to reach our target customers
- Update the websites under the guidance of Marketing & Communications Coordinator
- Assist with scheduling social media content
- Assist with conducting interviews and photographing clients for good news stories and social media posts
- Supporting the marketing team through building newsletters, creating content and planning for events
- Assist with briefing agencies and graphic designers when required
- Undertake other duties from time to time that are broadly consistent with this role description

PERFORMANCE MEASURES

- Content engagement
- Frequency of scheduling content
- Management of new leads via social media, websites and other lead generation platforms
- Reporting back to marketing team weekly tasks executed

KNOWLEDGE, SKILLS & EXPERIENCE

- A can do person with great observation skills
- 1-2+ years' of similar experience
- Flexible with hours depending on social media requirements
- Basic knowledge of social media platforms
- Basic knowledge of Marketo or similar CRM platforms
- Strong writing skills and a creative thinker
- Time management skills with the ability to manage ones own time with the ability to handle multiple tasks under tight deadlines
- Organised planner who thrives on contributing to a fast moving marketing environment

KEY DIMENSIONS:

Working within a high performing marketing team you will be required to assist with delivering on a high engagement strategy across our digital assets and CRM platforms. Working across the social media, web and marketing automation platforms the role will require you to write, collate content that is highly engaging and generates leads, excitement and interest in the programs that The BUSY Group run. Your success will be measured by customer engagement with your assistance in campaign execution and content pieces. From time to time you will also be required to help in other areas of the marketing team such as events and PR.



WORKING RELATIONSHIPS:

Working within a high performing marketing team you will be working closely with the marketing unit to deliver on key campaigns and marketing initiatives. You will be required to be a team player who communicates openly in a high transparency environment. You will be required to work across the BUSY Group to execute on the role and must be comfortable presenting at executive levels.

QUALIFICATIONS

- Arts, Journalism, Communications or Marketing degree qualified (or related discipline)

This Position Description is intended to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements.

I have read and understood the duties and responsibilities required of me in this role.

Employee Signature: _____ Date: _____