



Position description: Digital Content Coordinator

Position details

Employment classification	Full time
Probationary period	6 months
Location	Sydney (hybrid working environment)
Reports to	Head of Marketing, Communications and Events
Team	Corporate Affairs

Key behaviours and values

Supply Nation's values guide the way we work with our members and suppliers, within our communities and with each other. Through integrity, accountability, collaboration, excellence and empowerment, we create a culture where ideas flourish and a difference is made. We work together to transform the Indigenous business sector.

Integrity

We care deeply about what we do and how we do it. We stand up for what we believe in.

Accountability

We take responsibility for our own actions. We honour our commitments.

Collaboration

We work together as a unified team to produce the best results for our customers.

Excellence

We are committed to consistent professionalism as a positive, flexible and responsive, innovative and efficient team.

Empowerment

We create and promote a culture where all may thrive.

Position summary

Supply Nation is the Australian leader in supplier diversity and provides a direct business to business purchasing link between corporate Australia, government agencies and Indigenous owned businesses.

Reporting to the Head of Marketing, Communications and Events, the Digital Content Coordinator will be responsible for the development and delivery of thought provoking and engaging content across Supply Nation's various communication channels, including our website, social media channels, newsletters, magazines and publications.

The Digital Content Coordinator will manage the social media content calendar in collaboration with the wider marketing calendar, and work closely with our in-house Graphic Designer to develop graphics and content for relevant communication channels. They will also be responsible for managing SEO, Google Ad Words and content on Supply Nation's website and associated platforms, with a strong focus on continuous improvement.

Key responsibilities

The key responsibilities of the role are to:

- Coordinate the development and delivery of content for internal and external communications (website, newsletters, magazines, publications)
- Develop, publish and monitor content across Supply Nation's social media platforms
- Manage the social media content calendar in collaboration with the wider marketing calendar to plan and schedule social media activity
- Seek new content opportunities that align with Supply Nation's brand (IGTV, IG Stories, FB Live)
- Manage SEO, Google Ad Words and content on Supply Nation's website and associated platforms
- Work closely with our in-house Graphic Designer to develop supporting graphics and collateral for relevant channels / communication
- Assist with the development of strategic ideas to engage our audience and attract new followers
- Coordinate website updates with relevant team members
- Monitor relevant media channels, research reports and industry updates for content development
- Regular reporting and evaluation of important metrics that affect our social media engagement, website traffic and target audience
- Assist with ad hoc marketing duties to support the business, as required

Workplace health and safety

- Maintain a clean and safe work environment while complying with all safety policies and procedures
- Escalate all workplace accidents and hazards to the CEO, and implement immediate action for identified hazards if able to do so
- Participate in workplace consultative meetings and recommend improvements to relevant workplace health and safety practices within the workplace

Key selection criteria

Specialist knowledge and attributes:

- Demonstrated knowledge and understanding of Indigenous societies, cultures and issues affecting Indigenous Australians in business
- Demonstrated understanding of the Indigenous business sector, and previous experience working on Aboriginal and/or Torres Strait Islander issues and projects will be highly regarded

- Demonstrated ability to develop and deliver engaging content for various communication channels
- Proven ability to engage with diverse audiences and build relationships with key stakeholders
- Excellent attention to detail with proofreading and copy-editing skills (strong grammar and spelling)
- Basic graphic design skills (experience with Canva and InDesign will be highly regarded)

Skills, knowledge and experience

- Tertiary qualifications in marketing or similar discipline, and demonstrated experience working in a professional / business environment
- Outstanding interpersonal and communication skills
- Excellent eye for detail, and demonstrated experience juggling multiple priorities within tight deadlines
- Strong writing skills with ability to develop and edit copy / content to a high standard
- Exceptional time management and prioritisation skills
- Experience managing and developing content for diverse engagement platforms and audiences
- Experience with SEO management software / Google Ads and website management
- Experience developing and managing social media content across various channels: websites, LinkedIn, Facebook, Instagram, Twitter, YouTube etc.
- Demonstrated ability to work autonomously, while also collaborating within a team environment
- Demonstrated experience with WordPress CMS (or similar); EDM systems (Autopilot experience a bonus); Salesforce or other similar CRM system
- Intermediate to advanced knowledge of Microsoft Office – Outlook, Excel, Word, PowerPoint