



## Position description:

# Digital Marketing Coordinator

### Position details

Employment classification	Full time
Probationary period	6 Months (applicable for new employees only)
Location	Sydney
Reports to	Marketing and Communications Manager
Salary	\$75,000-\$80,000 + superannuation entitlements + salary sacrifice

### 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 Marketing and Communications Manager, the Digital Media Coordinator will be responsible for creating and distributing engaging content across Supply Nation's various communication channels, including our websites, social media platforms, event Apps, and marketing publications.

The Digital Media Coordinator will develop Supply Nation's social media strategy, manage the social media content calendar, work closely with the Marketing and Communications team to write creative copy, and liaise with the Graphic Design Team to develop collateral and content for relevant communication channels. They will also be responsible for managing SEM, Google Ads, Google Analytics and updating content on Supply Nation's website and associated platforms, with a strong focus on driving engagement.

## Key responsibilities

The key responsibilities of the role are to:

### Cultural leadership and advocacy

- Support cultural values and integrity within the organisation, suppliers, and members.
- Support individual and organisational cultural learning.
- Respect and embed cultural practices and knowledge as BAU
- Support and develop the organisation's Indigenous workforce.

### Content Development and Management

- Coordinate the development and delivery of content for internal and external communications (website, newsletters, magazines, publications).
- Create, publish, monitor and moderate content across all social media platforms.
- Manage the social media content calendar in collaboration with the wider marketing calendar to ensure marketing initiatives align with organisational goals

### Branding and Engagement Strategies

- Lead the social media content strategy, collaborating with internal teams and external stakeholders to identify and engage various audiences and grow Supply Nation's brand awareness
- Seek new content opportunities that align with Supply Nation's brand (IGTV, IG Stories, FB Live)

### Digital Marketing

- Manage SEM, Google Ads, Google Analytics and paid campaigns
- Manage content on Supply Nation's website and associated platforms to ensure accurate and engaging content

### General

- Work closely with the wider Marketing Team to develop content and collateral for relevant channels and communications
- 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

## 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 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 the 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 Google Analytics, Google Ads, website management and reporting on digital campaigns
- Experience developing and managing social media content across various channels: websites, LinkedIn, Facebook, Instagram, 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