



Digital Content Coordinator Application Package

Please send your resume with a cover letter addressing the duties in the below Position Description and your experience and knowledge in this area.

Please send application to kira.fong@gme.com.au by 5pm September 4th, 2023.

Goolarri Media Position Description Digital Content Coordinator

Job Title	Digital Content Coordinator
Purpose	This position supports the radio and television team with updating website content, structure, and training of staff in the use of inhouse Web Management Systems. This position will also assist with monitoring and posting existing and new content on social media and generating and analysing data.
Status	Permanent Part Time
Hours	4 hours per day, Monday to Friday
Reporting to	Chief Operations Officer
Location	This position will be based out of the Goolarri Media Offices at 3 Blackman Street, Broome.
Rate Per Hour	As per award agreements
Period	12 months

Position Overview

The Digital Content Coordinator is responsible for identifying, creating, managing and delivering digital content using a range of techniques, across channels including websites, video platforms and social media. We aim to diversify our audience and reach our sponsor target markets more effectively and get to know our audience better through online engagement.

Duties

- Seek innovative, outside-the-box techniques of creating content that drives engagement and increases retention.
- Update Web content ensuring relevance and timeliness.
- Develop Social Media posts daily using content or links to content.
- Sponsor updates and links.
- Client social media messages to be schedule and monitored.
- Use your copywriting, editing, scheduling, and content management skills to publish and monitor content across Goolarri's digital platforms.
- Work with the wider team to help identify and nurture mentors, students for future sustainability.
- Seek out new opportunities, technology, and trends.
- Consistently monitor and stay abreast of current trends online.
- Collect data on customer online engagement.
- Interpret and evaluate digital components of proposals from partners and third parties.
- Work with the content team to build plans, quotes and tracking documents.
- Completing all briefs and tasks within the allocated time and budget.

Qualifications

- Degree in marketing or equivalent work experience
- Online portfolio
- Proven work experience in digital content management
- Knowledge of web analytics
- Excellent editing skills
- Strong computer literacy
- Highly organised
- Attention to detail

Requirements

- Experience working within community focused organisations
- Experience in working in diverse cultural environments.
- Current police clearance