


Position	Social Media Coordinator
Division	Digital
Department	Marketing & Experience
Reporting to	Digital Manager
Employment Type	Permanent / Full Time

Key Relationships	<p>Internal General Manager – Marketing & Experience Digital Marketing Executive Website Coordinator Video Producer Marketing team Design Team Sales & Commercial team Corporate Affairs & Communications team Other internal stakeholders as relevant and appropriate</p> <p>External Digital agency Key supply and commercial partners Other external stakeholders as relevant and appropriate</p>
--------------------------	--

Values	<p>Knowledge of and consistent demonstration of the Corporation's iiQCAT values: Integrity, Innovation, Quality, Customer, Accountability, Teamwork.</p> 
---------------	---

Corporation Objectives	<p>To create value for the state of Victoria.</p> <p>Our corporate strategy is underpinned by six strategic pillars:</p> <ul style="list-style-type: none"> • Build a powerful organisation and culture • Secure the future of our events • Connect people to business, brands and our sport • Understand our customers and attract new audiences • Inspire the future by driving technology and innovation
-------------------------------	--

	<ul style="list-style-type: none"> Diversify and increase revenues to ensure our success <p>More specifically, we exist to promote Melbourne and Victoria via the staging of two international sporting events - the Formula 1 Australian Grand Prix at Albert Park and the Australian MotoGP at Phillip Island.</p>
Governed by	The Corporation is governed by the Australian Grands Prix Act 1994 (Vic).
Standards of behaviour	The Code of Conduct for Victorian Public Sector Employees governs the behaviour of all Corporation employees.
Human Rights	The Charter of Human Rights and Responsibilities Act 2006 is a Victorian law that sets out the basic rights, freedoms and responsibilities of all people in Victoria. The Charter requires the Corporation to act compatibly with human rights, and to consider human rights when developing policies, making laws, delivering services and making decisions.

Role Objectives	The purpose of this role is to assist the Digital Manager in the planning, development and delivery of content and analysis for AGPC's owned social media accounts and assist in the delivery of our website and EDM content where required.
Core Responsibilities	<p><u>Social Media</u></p> <ul style="list-style-type: none"> Create and publish a best-in-class, year-round calendar of social media content that is aligned with AGPC's brand strategy, business objectives and digital style guide. Use insights to optimise social content for fans to ensure AGPC is capitalising on current trends and maximising engagement across all channels. Identify and implement campaign and tactical opportunities that supports sustained growth of AGPC audiences across all social media platforms. Create and implement a paid social media strategy that supports key sales periods and other business objectives. Support the Digital Manager and sales team to identify and create new opportunities to align with brands and commercialise social content. Leverage key moments and events to maximise their impact with new and existing fans across AGPC channels and build demand. Identify opportunities to grow AGPC's digital footprint with new audiences.

- Ongoing community management tasks and responding to queries as required.
- Ensure all AGPC social media content adheres to current best practice industry standards.
- Produce regular reports and fulfill ad hoc reporting requests and audience analysis as required.
- Ongoing support across the wider digital team including the publication of website and EDM content as required.
- Maintain AGPC's social media presence throughout the year with coverage of F1 and MotoGP race weekends.

At the reasonable request of your Division Manager, General Manager and/or the Chief Executive Officer, role responsibilities may be altered at any time. Changes will be tied to the Corporation's strategic objectives, workforce planning and the structural alignment of the Corporation.

Governance

Adhere to Corporation policies, procedures, and directives regarding standards of workplace behaviour in completing job duties and assignments.

Conducting every aspect of work in a trustworthy, reliable and transparent manner, and maintaining the highest ethical standards.

Customer Service

Putting internal and external customers first, building strong relationships and ensuring that the approach is responsive to the needs of the internal/external customer.

Encouraging openness and trust by sharing information widely, listening, welcoming constructive challenge and encouraging free dialogue.

Continuous Improvement

Taking initiative to improve operations/services/products and systems so that they are consistent with the Corporation's strategic direction and values; incorporating innovation and experimentation into daily work.

Health and Safety

To assist the Corporation in meeting its health and safety obligations you will be required to:

	<ul style="list-style-type: none"> • Actively participate in the reporting of hazards, incidents and near misses. • Take corrective action to address or mitigate any risks or hazardous situations throughout the course of your work. • Take reasonable care for your own health and safety, and for the health and safety of others. • Adhere to the Corporation's various policies, procedures, work practices and standard operating procedures. • Perform your role in accordance with any specific responsibilities as outlined in the Corporation's safety management system. <p>To enable the Corporation to meet its obligations for providing a healthy and safe working environment for you, you must inform your manager of any issues which may impact your ability to safely perform your role.</p> <p><u>Environmental Considerations</u></p> <p>Cooperate with the Corporation regarding caring for the environment, by acting in a sustainable way and minimising environmental impact by adhering to the Corporation's policies, procedures and work practices.</p>
--	--

SELECTION CRITERIA

Qualifications and Experience	<p>Degree in marketing/communications preferred.</p> <p>1-3 years' relevant experience.</p> <p>Demonstrable experience of generating high-quality online content, including copywriting.</p> <p>Professional experience using Facebook, Twitter, Instagram, YouTube and LinkedIn.</p> <p>Basic Facebook/Instagram ads and Adobe Photoshop experience and competency.</p> <p>Understanding of the importance of brand and customer segments.</p> <p>Able to connect with and inspire audiences and prospects through image, video, copy etc.</p> <p>Passion and appreciation for all things digital.</p> <p>Demonstrable desire to learn new skills with a can-do attitude.</p>
--------------------------------------	--

	<p>Possess creative flair as well as the ability to analyse data to report on success.</p> <p>Excellent communication skills, both written and verbal.</p> <p>Strong attention to detail with the ability to manage multiple tasks simultaneously.</p> <p>Out-of-hours and weekend work will be required in line with our Formula 1® and MotoGP™ events, as well as providing coverage of race weekends.</p>
--	--

<p>Relevant Traits and Characteristics</p>	<p>Customer Service</p> <ul style="list-style-type: none"> • Demonstrated achievement in and enthusiasm for the provision of quality customer service • Immediately respond to customers' needs or concerns to ensure the quality of service meets agreed standards <p>Teamwork, Collaboration, Adaptability and Resilience</p> <ul style="list-style-type: none"> • Demonstrated commitment to teamwork and the maintenance of a supportive work environment • Ability to work effectively as part of a team in a fast-changing environment • Keeping calm by demonstrating a capacity to positively deal with unanticipated problems and changing circumstances • A commitment to collaborate effectively with colleagues across the business <p>Interpersonal, Verbal and Written Communication</p> <ul style="list-style-type: none"> • Well-developed written communication ability • Strong interpersonal and communication skills • An ability to liaise, negotiate and constructively provide and accept feedback from staff at all levels <p>Organisation and Planning</p> <ul style="list-style-type: none"> • Organisational and planning skills in managing a personal workload in a busy environment with conflicting demands • Ability to effectively prioritise and meet deadlines <p>Technology</p> <ul style="list-style-type: none"> • Experience in the use of Microsoft desktop products such as Word, Excel, Outlook and PowerPoint. • Experience using social media platforms, including Facebook, Twitter, Instagram, YouTube and LinkedIn. • Experience in Adobe Photoshop preferable.
---	--

Continuous Learning and Professional Development

- Demonstrated commitment to continual professional and personal development