

## JOB DESCRIPTION

### Social & Digital Media Specialist

#### Overall Responsibility:

As travellers move to become increasingly digitally connected with their destinations, as an RTO and tourism attraction provider we must be equally immersed in this technology. An advanced and consistently current skill-set is required in this role to enable the business to attain and remain in a state of readiness.

**Reports to:** Marketing & Media Manager

**Direct reports:** None.

	Key Result Areas		Performance Indicators
<b>1</b>	Create digital social marketing campaigns across all brands of TWL.	<b>1.1</b>	Devise strategies to drive online traffic to the company website.
		<b>1.2</b>	Develop a content calendar across all platforms ensuring a constant supply of relevant content.
		<b>1.3</b>	Ensure social media campaigns align with each brand.
		<b>1.4</b>	Repurposing content for different mediums including social media and video.
		<b>1.5</b>	Searching social media for off-diary stories and content.
<b>2</b>	Ensure search engine optimisation, web performance management and behaviour targeting consumers.	<b>2.1</b>	Writing informative and effective search engine optimised copy for the website and external blog postings.
		<b>2.2</b>	Tracking conversion rates and making improvements to the website and social media channels.
		<b>2.3</b>	Work closely with external district tourism operators to ensure content is current and fit for purpose and uploaded in a timely manner.
		<b>2.4</b>	Seek to grow the number of operators to

			strengthen the profile of TWL website and its offering.
<b>3</b>	Responsibility for planning and budgetary control of all digital marketing.	<b>3.1</b>	Building reporting frameworks to evaluate return on investment on the various platforms.
		<b>3.2</b>	Connect with digital providers to ensure a strong relationship is in place.
		<b>3.3</b>	Monitor all system issues and resolve in a timely manner.
		<b>3.4</b>	Contribute to a collaborative TWL marketing 'team' approach which shares consistent messaging, imagery and content across its digital and printed collateral; at the same time aligning the district marketing with wider tourism industry marketing goals.
<b>4</b>	Keeping up to date with industry best practice, advances in social media technology and the latest social media platforms.	<b>4.1</b>	Continuous research and provide advice on new relevant social media channels and their impact on the brands marketing.
		<b>4.2</b>	Analyse social media insights to guide future social media campaigns.
<b>5</b>	Safety Focus.	<b>5.1</b>	Follows safe operating practices
		<b>5.2</b>	Identifies safety issues.
		<b>5.3</b>	Reports or corrects hazards immediately.
		<b>5.4</b>	Speaks up constructively with observations, concerns and recommendations.
<b>6</b>	Other.	<b>6.1</b>	Undertaking any other tasks as may be reasonably instructed from time to time.
		<b>6.2</b>	Bring ideas of improving environmental sustainability to every function within the business and willingly embrace environmental best practice to the role and that of colleagues.

## **Person Specification:**

### **Knowledge, Skills**

- A relevant degree qualification and a minimum of 2 years' experience in the travel or tourism industry.
- Strong understanding of current online marketing concepts, strategy and best practice.
- Experience in ecommerce, SEO, PPC, Email marketing, and social media.
- Highly articulate with an excellent command of written English.
- Creative minded with an ability to conceive interesting ideas for new content.
- Excellent understanding of digital marketing, search engine optimisation and how social media impacts this.
- Able to work collaboratively with a diverse team to achieve results.

### **Behavioural Competencies**

#### High Performing Team

- Committed
- Accountable
- Collaborative
- Adaptable
- Acts with Integrity

#### Achievement Focus

- Commits to action – takes immediate action when confronted with a problem or when made aware of a situation.
- Delivers - takes action that goes beyond job requirements in order to achieve results.
- Sense of urgency – has energy and a sense of urgency toward pursuing an opportunity, addressing an issue or preventing a problem.
- Time management – effectively prioritises tasks and manages time.

#### Service Excellence

- Proactive, not reactive – implements or proposes new ideas / potential solutions without prompting; does not wait for others to take action or to request action.
- Solution focused
- Adds value.
- Customer orientated.

#### Drive Business Growth

- Innovative.
- Continuous improvement focus – identifies gaps between current reality and expected business results and works tenaciously to meet or exceed business goals.
- Leads and participates in change – actively seeks to identify and communicate the benefits of changes; collaborates with others to implement changes
- Future focused – identifies trends and their impact and seeks/or identifies new business opportunities.

## Personal Growth Orientation

- Self-motivated.
- Willing to learn and grow.
- Welcomes feedback – seeks and readily accepts feedback on own performance and is non-defensive.
- Resilience.