



POSITION DESCRIPTION

DIGITAL CONTENT COORDINATOR

JOB TITLE:	Digital Content Coordinator
DEPARTMENT:	Marketing & Communications
LOCATION:	NNSWF Head Office – 13 Park Road, Speers Point NSW 2284
REPORTS TO:	Marketing & Communications Manager
START DATE:	
END DATE:	
TYPE:	

DIMENSIONS

• Number of direct reports	
• Number of indirect reports	

PURPOSE OF ROLE

- The role is integral to the delivery of an online presence for Northern NSW Football (NNSWF) and involves the development and maintenance of NNSWF website and social media platforms. The role works as part of the NNSWF marketing team building the profile of the sport through on line and social media channels.
- The role also involves providing support on an as needs basis to member Zones in the maintenance of their own websites either directly with Zone staff or in conjunction with Sporting Pulse.
- The role ensures that NNSWF online presence maintains a timely, accurate, professional, consistent and informative resource of football programs and initiatives across our State by the management, scheduling, preparing, co-ordinating and publishing of online content.
- The Digital Content Coordinator will work with the NNSWF Marketing Team and Executive Managers on content planning and execution of content upgrades in accordance with football programs, merchandise activity, premier competitions and marketing activity.
- Additionally the Digital Content Coordinator will draft, edit and upload original content to the site in consultation with Marketing and other Executive Management and their staff.
- The role will also include the management of NNSWF existing social networking activity as well as evaluation of the benefits of expansion into other social networking opportunities.
- The role will assist in the provision of a response to existing and new technology opportunities internally and externally to more efficiently service stakeholders needs through an awareness of new IT and media applications.

KEY AREAS OF RESPONSIBILITY

- Maintenance of timely and accurate web content across all key service areas, including preparation of photo, video and graphic assets for online publication.
- Maintenance of social media platforms including coordination of the NNSWF Facebook account updates and guests.
- Provision of web support to Member Zones as required.
- Provision of IT support as required

KEY OUTCOMES TO BE MEASURED AGAINST STRATEGIC OBJECTIVES WITHIN THE OPERATIONAL PLAN.

SUMMARY OF KPI's;

- Website - Oversee the sourcing and development of content on the NNSWF website ensuring the site remains current.
- Social - Maintain effective social media channels which provide Northern NSW with opportunities to disseminate key messages in a timely, professional and targeted manner.
- Content – produce digital video and graphics to support NNSW marketing activities.

KNOWLEDGE, BEHAVIOUR & SKILLS REQUIRED

- A thorough knowledge, proven skills & experience in managing web content and social media channels, with an understanding of the web environment including user interface and design functionality.
- Brand guideline management & compliance, with an understanding of brand positioning in relation to on line marketing.
- Possess solid writing and editorial skills and experience producing original content as well as subediting, maintaining and updating existing content.
- Demonstrated experience in producing and manipulating graphic elements for the production of online applications.
- Excellent written and verbal communication skills, including negotiation and consultation skills and an ability to operate independently and as a team member, in a high output environment.
- Highly organised with a strong attention to detail

MAJOR INTERACTIONS

- NNSWF Executive Management
- NNSWF Staff
- Member Zones
- Member Clubs
- Technology Suppliers

UNIQUE CRITERIA

- The need to ensure timely, accurate information across web and social media platforms will require regular work outside of normal business hours such as weekends and evenings however this can be undertaken remotely as required.

Employee Signature:

Date:

Manager Signature:

Date:

Last Reviewed:
