



JOB TITLE Content Creator/Project Support Officer

DATE January 2022

REPORTS TO Marketing Manager

POSITION DESCRIPTION

Position purpose The purpose of this role is to design and create digital content for our social media channels while also providing support with ongoing projects. This role will oversee the businesses social media presence and support the current Project Officers.

Main tasks Core objectives include:

- Contributing to MRD's digital presence; updating MRD and Visit Mildura website, social media channels;
- Photography and Videography of content;
- Editing and design of content for all platforms;
- Manage day to day replying to comments and scheduling of social media;
- Measuring web traffic to content;
- Liaising with clients for marketing, events and fundraisers;
- Coordinating and organising site photography; assisting in promoting our brand, both internally and externally;
- Copywriting and editing;
- Working collaboratively with the Visitor Information Centre;
- Communication with web designers.
- Project support for current and future projects

The above list is not exhaustive and the role may change to meet the overall objectives of the company.

Other Duties

- Fulfil other duties as required by management and department personnel as requested/required.

Required qualities

- Professional approach.
- Ability to work under pressure.
- Organisational and time management skills.
- Ability to multi-task and prioritise workload.
- Excellent attention to detail.
- Good self-presentation.
- Team player who works collaboratively.

Desired competencies

- Creative and digitally savvy.
- Analytical thinking.
- Initiative.
- Business awareness.
- Tenacity.
- Strategic thinking.
- Innovative approach.

PERSON SPECIFICATION

Qualifications and Experience

- Experience with Photography and Videography.
- Experience with all aspects of Social Media and Digital content Management.
- Experience with Graphic Design.
- Knowledge and experience with all types of technology.
- Understanding of editing software.
- Qualifications relating to any of the above.

Skills & competencies

- **Customer service focused:** committed to providing exceptional customer service across all channels – written, phone and face to face.
- **Communication:** the ability to communicate clearly and concisely, varying communication style depending upon the audience.
- **Attention to detail:** excellent attention to detail and written skills when communicating with others, both internally and externally.
- **Commerciality:** ability to apply knowledge in a practical, commercial manner.
- **Teamwork:** willingness to assist and support others as required and get on with team members.
- **Time management/organisation:** accomplish objectives effectively within time frame given, and carry out administrative duties within portfolio in an efficient and timely manner.

Personal attributes

- Professional approach (essential).
- Confident manner (essential).
- Positive approach to change (essential).

This job description serves to illustrate the scope and responsibilities of the post and is not intended to be an exhaustive list of duties. You will be expected to perform other job-related tasks requested by management and as necessitated by the development of this role and the development of the business.