

THE EMPIRE

SOCIAL MEDIA COORDINATOR

POSITION DESCRIPTION

Position type:	Permanent Part Time
Reports to:	Marketing Manager
Peer Positions:	Publicist, Marketing Coordinator, Graphic Designer

ABOUT THE EMPIRE

The Empire is the largest regional performing arts precinct in the country and a hub for creative arts development in the region. Renowned for its classic art deco architecture, the heritage-listed theatre is a premier performance venue, wholly owned by Toowoomba Regional Council.

POSITION SUMMARY

The Social Media Coordinator is responsible for coordinating The Empire's Social Media content calendar and digital ads across several channels. Working collaboratively with the Marketing team and The Empire's hiring clients, the Social Media Coordinator will support activities across the calendar of events throughout the year.

KEY ACCOUNTABILITIES

The role of Social Media Coordinator will be required to:

- In collaboration with the Graphic Designer, Marketing Manager and external clients, create and deliver a mix video and photo content in formats native to each platform
- Strategically develop a social media calendar which aligns to The Empire brand and connects with the audiences on each channel
- Manage and optimise digital marketing campaigns across paid social media channels and Goggle Ads
- Staying up to date with the latest trends in paid media and digital marketing.
- Complete social media audits with recommendations tailored to individual channels (Facebook, Instagram, TikTok, Youtube & LinkedIn)
- Actively contribute in research and development of marketing campaigns with the Marketing team
- Support marketing activities and creative development projects with a Social Media focus

QUALIFICATION AND EXPERIENCE

- 2+ years of experience in a similar role
- Tertiary qualification in Marketing or Communications
- Demonstrated ability in working as part of a small team to achieve business objectives
- Excellent organisational and time management skills
- Excellent communication skills
- Ability to work to deadlines and adapt to the changing climate of the industry and platforms

DESIRABLE

- Interest and engagement in the performing arts industry
- Experience with Digital Marketing and Google Analytics

LICENCES AND CERTIFICATIONS REQUIRED

- QLD Working with Children Card

THE EMPIRE

THE EMPIRE BENEFITS

- Flexible working arrangements
- Discounted tickets to performances
- Friendly, motivating and supportive team environment
- Industry specific Single Enterprise Agreement
- Dedicated Employee Assistance Program
- Organisation wide commitment to vision, purpose and values
- Located in Queensland's largest inland city renowned for its beautiful scenery and peaceful atmosphere

The Empire is an Equal Opportunity Employer that provides an inclusive work environment and embraces the diverse talent of its people. We value people of all cultures, languages, capacities, sexual orientations, gender identities and/or expressions. We are committed to achieving a diverse workforce and strongly encourage applications from Aboriginal and Torres Strait Islander people.