



Digital Marketing Specialist

Job no: 500157

Work type: Contract Full Time

Location: Sydney

This vacancy is open only to Aboriginal and Torres Strait Islander applicants, reflecting our commitment to the ABC's Reconciliation Action Plan, ABC Equity and Diversity Plan and the Equal Employment Opportunity (Commonwealth Authorities) Act 1987.

- Be a part of Australia's independent national broadcaster
- \$74K - \$89K p.a. + choice of 15.4% super (salary commensurate with experience)
- Convenient CBD location (near Central Station)
- Contract Vacancy for Approximately 12 Months

Working at the ABC

The ABC is the nation's most trusted and independent source of Australian conversations, culture, and stories. With over 4,000 employees from diverse backgrounds, located across over 50 locations around Australia and overseas, we are proud to create, curate and deliver high-quality programming that informs, educates and entertains Australian communities. The ABC is a great place to work; we provide various opportunities for Indigenous staff, including attending the national Indigenous staff conference, activities during NAIDOC week, regular networking events and mentoring support.

You'll have a friendly and supportive environment to learn and grow in, with a vibrant, dynamic and cohesive team and a manager who will help you with any questions and give you regular opportunities to talk about your progress. You'll also have access to a network of Indigenous staff and support from the ABC's Indigenous Employment Manager.

About the Role

ABC Audiences are looking for a Digital Marketing Specialist for a 12 Month Full Time Contract to manage, coordinate and implement best practise digital communications across earned and owned channels across the ABC.

Reporting to the Group Marketing Manager, you will:

- Execute strategic, integrated digital marketing campaigns across social media and other earned media platforms, across ABC priority projects, platforms and content.
- Actively work with producers to influence social deliverables which meet ABC requirements.
- Work closely with the publicity team during the campaign and content planning phases to maximise the use of additional material supplied for ABC commissioned content.
- Stay abreast of emerging trends, adopt into work place practices and share knowledge within the team and with key stakeholders.

About You

We are looking for an enthusiastic and self-motivated Digital Marketing Specialist with a proven creative and collaborative approach to work across multi projects for multiple brands. In this key role, you will bring:

- Strong experience in generating social media content that leads to increased audience engagement.
- High computer literacy, with sound knowledge of Photoshop (Basic Final Cut Pro experience preferred).
- Demonstrated advanced writing and copy-editing skills.
- Strong relationship management skills and the ability to collaborate effectively to develop creative ideas, curate and write content.
- Experience working in a TV or broadcast environment (desirable).

For an overview of the role, please refer to the position description at abc.net.au/careers

Applications close 11:55 pm 20 December 2018 and must be submitted online.

For further information please contact Sarah McDonald, Group Marketing Manager on (02) 8333 3511.

**ABC
ON-LINE**