

Position Description – Digital Content Coordinator

Position Details

Position Title:	Digital Content Coordinator
Group:	Digital Publishing
Location:	Level 6, 163 Eastern Road, South Melbourne.
Employment Type:	Contract – Maximum term
Time Fraction:	1.0 / Full-time

Architecture Media

Architecture Media is a publishing, media and events company with its focus on the built environment, delivering industry leading magazines, websites, seminars and events to a national and regional audience of architecture, design, landscape, building and related industry professionals and their clients. Architecture Media is about communicating, educating and celebrating the contribution of the architecture and design community.

Architecture Media is an associate company of the Australian Institute of Architects. Its products are variously endorsed by professional bodies, including the Australian Institute of Architects, the Design Institute of Australia and the Planning Institute of Australia.

architecturemedia.com

Group

The Digital Publishing group is responsible for strategy implementation for, and the development and delivery of, content and corporate websites, but is not responsible for events and awards sites. The group is also responsible for managing online services; contributing to social media strategy and implementation; and developing the company's content marketing strategy and implementation.

Under the leadership of the General Manager Digital Publishing, the section:

- Drives the publishing direction and content strategy of content websites such as ArchitectureAU.com and LandscapeAustralia.com to achieve the strategic and budget goals set by the company, in conjunction with staff responsible for content.
- Manages the development, implementation and ongoing maintenance of the user interface and backend structure of content websites such as ArchitectureAU.com and LandscapeAustralia.com in conjunction with staff responsible for content.
- Manages the development, implementation and ongoing maintenance of the user interface and backend structure of the company website ArchitectureMedia.com in conjunction with staff responsible for content.
- Manages all aspects – development, implementation, ongoing system maintenance as well as content – of the company's product information sites, related newsletters and print products. This includes Selector.com (a part of ArchitectureAU.com), and ProductNews.com.au and its companion magazine Architectural Product News.
- Manages digital advertising delivery systems and services.
- Manages digital performance and reporting systems.

- Oversees the development, implementation and ongoing maintenance of the user interface and backend structure of the digital corporate administrative systems, e.g., those used for sales and bookings, subscriptions and reader service.
- Contributes to and advises on content strategy and social media services.

Position Summary

Reporting directly to the General Manager Digital Publishing, the Digital Content Coordinator works across Architecture Media's product portfolio to support the promotion of our websites, magazines and events, and distribution of our content. The particular focus will be on designing, maintaining and managing digital assets for websites, email, social media and events, and coordinating, implementing and monitoring social media.

Reporting Line

Reports to: General Manager Digital Publishing
Direct reports: Nil

Organizational Accountabilities

Architecture Media is committed to the health, safety and wellbeing of its staff. Architecture Media and its staff must comply with a range of statutory requirements, including equal opportunity, occupational health and safety, privacy and trade practice. Architecture Media also expects team members to comply with its policy and procedures as amended from time to time which includes our ways of working.

Appointees are accountable for being briefed on these matters and ensuring their knowledge is up to date.

Key Accountabilities

- Designing and maintaining imagery, advertising and graphics for websites, email, social media and events, including GIFs, video and other animated formats.
- Writing and repurposing copy for marketing collateral and social media.
- Planning, scheduling, creating and posting content across multiple social media accounts, including paid social media campaigns.
- Measuring and reporting on social media performance and using insights to optimise activity and grow audiences.
- Interacting with social media users and coordinating responses to messages and comments.
- Monitoring industry trends and competitor activity and providing advice about digital tools and media platforms that could be useful for the business.
- Working collaboratively with members of the content, digital publishing and operations teams.
- Creating and maintaining related procedure manuals.
- Providing general administrative, production and digital services support.
- Representing Architecture Media at industry events, as required.
- Performing other associated duties in relation to Architecture Media's business activities as may be required from time to time.

Key Selection Criteria

1. Strong graphic design skills.
2. Excellent written communication.
3. Proficiency with Adobe Photoshop, Illustrator and Indesign.
4. Up-to-date knowledge of Instagram, Facebook and Meta Business Suite.
5. An interest in emerging social media platforms and media trends.
6. A curiosity about architecture and design.

7. Friendly confident manner.
8. A proactive, team focussed approach.

Qualifications

Mandatory

Post-secondary qualifications in graphic design, media, communications, marketing or equivalent.

Preferred

Bachelor degree

Experience

1-3 years minimum experience in a related role.

Other Requirements

Right to live and work in Australia.

Contact

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