

Position Description

Job Title	Content Coordinator
Division	Marketing and Engagement
Reports to	General Manager - Marketing and Engagement

Summary

Do you love all things social media? Are you up with the latest trends, can create an epic Reel and write captivating captions?

The VFF is on the hunt for a motivated Social Media Coordinator/Content Creator to join our marketing team to develop and implement communication plans and strategies. Through this highly dynamic role you will not only be responsible for the management of our social media accounts, you will also collaborate with our marketing team to create content that features our farmers, various commodities, partner brands and membership offering. It will be your role to maintain a consistent brand voice for the VFF that communicates our Vision and connection to communities.

You will help implement marketing campaigns and create photo, video and digital marketing materials. You will be detail-oriented and have a solid understanding of marketing and content techniques. You will have a keen interest in identifying growth opportunities and providing a consistent brand voice across all marketing activities to specific audiences.

The Role, Key Duties

- Produce engaging content including copy for social media channels including Instagram, Facebook, Twitter and LinkedIn (Tik Tok may come once the others are flying)
- Develop, implement and manage organic social media strategies
- Coordinate social media accounts and tailor content provided by VFF colleagues, as well as develop engaging content for e-newsletters and the website
- Maintain unified brand voice across different channels
- Interact with users and respond to social media messages, inquiries, and comments
- Influencer management (for key campaigns or digital advertising objectives)
- Populate content calendars and provide reports on activity
- Monitor social data and analytics
- Create compelling captions
- Keep up to date with social media trends

- Exercise high attention to detail when designing and interpreting briefs to ensure both accuracy and quality
- Work collaboratively with the marketing team to meet business needs

Key Responsibilities

- Manage all social media platforms: Facebook, Instagram, YouTube, LinkedIn and Twitter, increasing engagement
- Create engaging and compelling copywriting content for social media channels and marketing materials (written, images, graphics, brochures, web and videos)
- Prioritise and manage multiple projects within the design and budget specifications, with a high level of detail
- Create, maintain and strengthen the organisation's overall brand through all media avenues
- Develop and maintain a social media calendar for all channels
- Develop and present reporting for all channels
- Deliver a regular newsletter together with our Media and Communications Advisor, and work towards segmenting our audience to deliver specific content to our database
- Photography and videography of events and activities
- Manage multimedia content database in Zoho
- Other duties as directed by the General Manager Marketing and Engagement

About You

You have a can-do attitude, great interpersonal skills, and a proactive approach in bringing new ideas to the table. You will have a passion for all things content, from graphic design to engaging copy for online communications. You will also:

- Have two-three years of experience within a similar role
- Have a high proficiency in Adobe Creative Suite - with particular skills in Photoshop, InDesign, and Illustrator
- Be a social media user and love keeping up with trends
- Have the ability to write engaging copy
- Have strong attention to detail and can manage time effectively
- Be able to work in our Collins Street office at least three days a week and two days a week from home / in regional Victoria procuring content

Our Ideal Candidate

- A creative thinker
- Excellent communicator, who loves working collaboratively
- Previous experience in a similar agency or in-house role
- Experience working in a social media, marketing or content creation role
- Comfortable working with a CMS like Zoho; WordPress highly regarded
- Experience in managing organic social media platforms and experience in paid social media maximising small budgets
- Experience in data analysis and reporting
- Photo and video editing skills (desirable but not essential) plus experience flying drones a bonus!
- Solid organisational skills with the ability to work efficiently to meet deadlines as part of a team
- Tertiary qualifications in marketing, communications, screen production, visual media or related field
- Knowledge of graphic fundamentals (e.g. layouts, typography, distribution)
- Ability to develop and analyse marketing strategies and consumer behaviour

A commitment to the **VFF values** is required at all times by VFF Employees:

United	One voice, one team, one dream
Effective	Delivering on a clear strategy, clear goals and outcomes and communicating them
Professional	Treat others with respect, accountable, calm, skilled, honest, competent, positive, authentic, dedicated.
Connected	Collaborate across the organization, in touch with our members, their issues and needs, strong, clear networks with relevant external organisations
Innovative	Adaptable, modern, applying ideas across commodities, teams and members

This includes compliance with relevant VFF policies, including the Code of Conduct, Personal use of Social Media and Media Contact policies.

Supervisory Responsibilities

This role generally carries no responsibility for supervising subordinate staff.

