

## Job Description – Content & Social Media Specialist

### Summary

Our Content & Social Media Specialist will be responsible for the development and management of content and social marketing strategies and execution on a variety of client accounts. The position holder will be reporting to Handmade Web & Design co-owner, Anthony Colfelt, an experienced manager who has led design, user experience and production teams in Australia, the US and the UK. They will also liaise closely with Anthony and various members of our team working on SEO and digital marketing for our clients.

### Key responsibilities

- Creating content and social marketing strategy documents which may include Search Engine Marketing, Social Media Marketing, Social Media Management, Email Direct Marketing, Content Marketing and Search Engine Optimisation.
- Implementation of measurement systems and frameworks, and regular reporting.
- Conceptual development and creation of content for various channels for clients.
- Setting up social media pages and management of posting content for clients.
- Appropriate setup and management of client Google Adwords and/or Bing and/or Facebook, Instagram, and LinkedIn campaigns.
- Measurement and reporting on campaign and SEO efforts of clients.
- Developing and driving the digital marketing of Handmade Web & Design.

### Required skills and characteristics

- Enthusiastic and passionate about digital marketing.
- An entrepreneurial and innovative mindset.
- A thirst for knowledge and keeping up-to-date with industry news and developments.
- Experience in creating strategy documents and dealing directly with clients to explain objectives, methods and measurement.
- Experience in setup and running paid and organic social campaigns and measuring results for various social platforms to demonstrate return on investment.
- Experience running campaigns with Facebook Business Manager and Ad Manager
- Attention to detail; thoroughness; a “list-maker”.
- Excellent written English with experience in and a flair for marketing copywriting
- Experience in managing/updating WordPress websites, such as entering content, adding blog posts, creating landing pages, etc.
- Professional and friendly manner, in person and in writing.
- Familiarity with using Gmail, Google Drive, Google Spreadsheets and Microsoft Office.
- Experience with keyword research for SEO is highly desirable
- Video creation and editing skills and experience desirable but not essential

## Terms

- Casual, permanent part-time or full-time position for the right candidate.
- Location: Handmade Web & Design's studio, located in Berry's central business/retail area.
- Remuneration: \$45,000-\$55,000 pa pro rata (with a review after the first six months), plus superannuation depending on experience.

## Background

Established in 2011, Handmade Web & Design has swiftly earned an outstanding reputation for world-class graphic and web design in the region. We are also known for our professional and personable service, and our links to the local community. In 2019, we are continuing to expand our team to cope with growing demand for our services.

Our clients are mainly local to the Shoalhaven, or from the Illawarra and Sydney area. Our work encompasses everything from creating identities for new businesses, designing marketing materials, developing websites and running SEO and digital marketing campaigns for all manner of businesses and organisations.

## How to apply

Email your CV and a covering letter explaining why you feel you are right for this role (PDF or Word) to both [adele@handmadeweb.com.au](mailto:adele@handmadeweb.com.au) and [anthony@handmadeweb.com.au](mailto:anthony@handmadeweb.com.au) by 17<sup>th</sup> February 2019. In particular, we are interested in how you have demonstrated the skills and characteristics required in your studies, employment and projects. The successful applicant will be able to show examples of their writing and digital marketing campaigns, and the results they achieved through them.