

# COLLECTIVE HUB

Collective Hub  
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collectivehub.com

## **Digital Marketing and Social Media Manager 6-month maternity leave contract // Sydney, NSW**

**We're looking for a digital tech head and creative social media manager to continue building our social media community for a minimum 6-month contract term with the potential for continuation, so show us what you've got!**

Collective Hub has quickly built a thriving and active social media community, it will be your task to continue this trajectory over the 6-month period. You'll understand, engage, and connect with likeminded people, companies, and brands and build, promote, nurture and grow the reach of our Collective Hub community.

### **More on the role:**

The role is well structured with key result areas built around

- Content Creation & Distribution
- Engagement & Community Management
- Promotions, Campaigns & Community Growth
- Analytics, Testing & Reporting
- Contribution & Commitment to Knowledge

### Digital Marketing:

- Manage the paid digital campaigns promoting Collective Hub content daily including ad creation, budget management, campaign optimisation, and reporting (e.g. Facebook, Google Display Network)
- Explore news ways to distribute Collective Hub's content, via both paid and unpaid channels
- Work with the digital agency and content team to implement and optimise the website and content based on SEO principles
- Promote high performing content and develop integrated campaigns to boost this content
- Continue to grow traffic via Social, Organic, Paid, Email, Referral channels, and identifying new sources of traffic
- Drive the email subscriber list, and send out regular emails to our growing subscriber base
- Work with the marketing team on promoting Collective Hub's internal products and services
- Manage and optimise campaigns that are focused on ROI and sales across all digital channels including optimising the client campaigns running across social and display

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- Maintain the strong relationship with our digital agency contact, manage agency work flow and the overall performance of the website
- Drive conversion optimisation and focus on implementing optimal user experience across the website
- Be the go to for all data, analytics, and digital reporting including managing Google Analytics, content analytics platforms, social media analytics platforms, as well as all digital reporting tools
- Monitor and analyse the overall digital performance of Collective Hub and report back to the team on a regular basis
- ENJOY data, and be able to analyse and draw real actionable insights
- To ensure the overall performance is continually improving you will be consistently testing! Testing new content, new copy, new campaigns, new images

## Social Media:

- Be creative with an eye for design to create bespoke, shareable and adaptable Collective Hub content ensuring each communication is of a consistently high standard and high quality
- Be the custodian of social media, project manage internal requirements ensuring they fit within the overall strategy
- Continue to develop a solid content strategy with the wider teams and execute this strategy
- Schedule content in advance and post in real time, ensuring all posts and communications have a consistent Collective Hub voice of positivity and authenticity
- Using social media and content management tools, continue with the systemised, efficient process for collecting, curating, and scheduling of content. Ensuring the team has visibility over the content plan
- Ensure you are across upcoming events, interviews, and any opportunity that will be great to share with the community
- Monitor, respond and escalate comments from the community, acknowledge new followers where applicable, like and comment on other posts, and contribute to social discussion about the Collective Hub
- Continuously identify influential accounts to follow, monitor a defined group of #hashtags and accounts and engage where relevant
- Regularly monitor and engage with Collective Hub ambassadors and potential ambassadors
- Facilitate and start discussions and encourage the community to talk to each other
- Plan, run, monitor and report on promotions and campaigns run across our social networks
- Manage and foster relationships directly with the main social networks

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- Use different analytics tools to regularly monitor community growth, content performance, engagement, community profiles, and more!
- Set up and run regular reports, analyse the data, and report back to the team results

## **Skills, Knowledge, & Abilities Required:**

- Hands on Digital Marketing experience across different digital channels (e.g. Paid Search, SEO, Social Media Marketing, Email, Display Media Planning, Ad Operations / Trafficking)
- Extensive experience across the major social networks, a solid grasp of best practices in social media and managing robust Facebook campaigns
- Experience in using various digital platforms, or the ability to learn new digital platforms quickly (include, Wordpress, DFP, Salesforce, Iconosquare, Facebook for Business/Power Editor, Google AdWords, Mailchimp, Campaign Monitor, Eventbrite etc)
- Proficient use of Google Analytics, and Excel
- Excellent copywriting / writing ability
- A solid understanding and best practise use of tagging, hashtags, and search tools
- Passionate about connecting people, and passionate about Collective Hub
- High emotional intelligence and awareness to manage a large community

And most of all, love what you do and do it well!

You'll see that at Collective Hub, we're curious, purposeful and deliberately conscious about everything we do/say/share as a voice in the media landscape. This would be just some of the reasons you'd love to work with us.

## **Want to join the team?**

Send your cover letter and CV, along with any interesting information you think we'd enjoy, to Aimee Sommen at [careers@collectivehub.com](mailto:careers@collectivehub.com) with '**Digital / Social Manager**' in the subject.

We hire with our overall culture in mind and always appreciate extra effort and creativity in applications.

Good luck!

**\*\*Only successful applicants will be contacted for interviews\*\***