

## DIGITAL MARKETING COORDINATOR

### Job description

Contract role: early March - 21 December 2018  
Part time: 25 hours per week, worked Monday to Friday.

SOUNZ is about to implement a new digital marketing strategy around its Resound project. The main purpose is to increase the views of the collection of films of performances of New Zealand music.

The Digital Marketing Coordinator reports to the Communications Manager and works closely with the Resound Project Manager.

The Digital Marketing Coordinator will be responsible for implementing the digital marketing strategy to achieve the following:

- Implement the initiatives outlined in the digital marketing strategy
- Increase views of Resound videos to meet audience targets
- Increase visitor sessions to, and page views on, the Resound area of the SOUNZ website
- Increase social media engagement and reach that can be attributed to Resound content posts and advertising
- Improve overall follower numbers, reach and engagement on all social media channels
- Improve the visibility and awareness of Resound, and as a result, SOUNZ among new audiences
- Strengthen existing and develop new partnerships via collaborations and distribution opportunities
- Enhance the internal capability around creating, distributing and promoting video content
- Manage and follow up distribution agreements with composers, artists and other organisations involved in Resound filming

Other duties in consultation with the Communications Manager:

- Researching and uploading NZ music event details to SOUNZ Online
- Updating selected website content
- Social media support and engagement (non-Resound content)
- Assisting with SOUNZ news publication
- Assisting with communication and promotional initiatives where required

### Key responsibilities

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SOUNZ is a registered charity: CC22488

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- YouTube optimisation and promotion, including creation of publishing and promotion schedules for existing and new videos, managing content and metadata.
- Facebook organic and paid promotion, including creation of publishing schedules, utilizing Facebook Ads Manager and pixel.
- Development of distribution partnerships with SOUNZ's partner organisations and other relevant communities.
- Managing SOUNZ's digital channels for Resound.
- Artist and presenter engagement for Resound content, as outlined in the Resound Distribution Plan.
- Identifying and engaging with influencers and the media to optimise distribution of SOUNZ's digital content.

## **Person Specification**

### **Qualifications:**

- A relevant tertiary qualification is desirable. An interest in music would be useful but we are primarily after someone with the digital marketing capability.

### **Experience:**

- Strong knowledge of social platforms available for best promotion
- A curiosity for sharing content and ways this can be done
- A social sharer, preferably with a track record of audience growth
- The ability to deliver in different tones for the message audiences, and to manage this across multiple platforms
- Technical ability to learn new tools to enable more efficient use of online tools
- An active social participant who brings new thoughts and ideas to the future growth of Resound content and SOUNZ

### **Core skills, abilities and personal attributes:**

- Ability to work well in a small team
- Excellent interpersonal and written communication skills
- High level administration skills
- Flexibility to work on varied tasks simultaneously
- Initiative and the capacity to work unsupervised
- Able to use a problem-solving approach to respond appropriately to a wide range of enquiries
- High work standards
- Methodical and accurate
- Proficiency in relevant computer software, including MS Excel, Word or Google suite equivalents