

POSITION DESCRIPTION

Position Title: Social and Content Specialist

This position reports to: Director Digital and Content

Staff who report to this position: None

Functional relationships: Content & Communications Specialist
Creative specialist

Committee representation: TBA

Purpose of this role:

TTNQ's Destination Content strategy aims to inspire, educate and inform potential visitors across bought, owned and earned channels. Reporting to the Director Content and Digital, the purpose of this role is to contribute to the day to day operations of TTNQ's digital and content delivery programme, strengthening TNQ's positioning as a breathtaking part of Australia where the rainforest dramatically meets the reef in a unique natural fusion.

Functions of this position:

- Delivery of always-on organic activity across our social accounts
- Project manage integrated campaigns and ad hoc projects across multiple teams
- Content quality assurance
- Digital Asset Management (acquisition, ingest & hygiene)
- Publish content & updates via web CMS (WordPress)
- Work in close collaboration with leisure marketing team

Annual performance goals:

Are to be established by the Head of Digital Content & Data in consultation with the Digital Creative Specialist.

Performance dimensions:

- Growth in key social platform KPI's
- Broader digital team KPI's

Selection Criteria

General skill requirements:

- Passion for digital channels with a degree in related studies preferred
- Demonstrated ability to manage projects and juggle priorities
- Excellent interpersonal, written and verbal communications skills
- Proactive learner with the capacity to work autonomously
- Writing and delivering content for social media channels or experience in community management
- Pro-active approach to learning - you pick up and learn new skills quickly and autonomously
- Competent in Microsoft Office, confident in Excel

Behavioural competencies:

Professional	<ul style="list-style-type: none"> • Personal grooming and presentation are professionally appropriate to your role • Deliver quality outcomes within set timeframes • Demonstrate a strong work ethic to deliver quality outcomes • Communicates clearly • Behaves in a fair, logical and consistent manner • Proactively supports the mission and vision of the company • Promote self-development and team growth
Leadership	<ul style="list-style-type: none"> • Actively supports TTNQ values • Values individual's input equally • Demonstrates active listening • Be dependable • Being predictable • Be empathetic • Be honest
Respectful	<ul style="list-style-type: none"> • Consistently communicates in a positive and open manner • Show consideration, understanding and respect for the team and stakeholders • Have respect for diversity by embracing differences in talents, strengths and weaknesses • Positive recognition
Creativity	<ul style="list-style-type: none"> • Encourage creativity to develop fresh ideas • Facilitate creative and collaborative ideas • Supports creative and constructive debate
Collaboration	<ul style="list-style-type: none"> • Willingness to work together as a team • Actively seeks opinions from other team members • Actively involved in group discussion and looks to solve team problems • Will volunteer to assist with components of team work • Actively listens to all team member's contributions • Acknowledges individual team member input • Supports team decisions

Limits of authority

The following delegations of authority apply to the position of Social and Content Specialist:

1. No expenditure without the approval of the Director Digital and Content.
2. No policy decisions without prior approval of Chief Executive Officer.