

## POSITION DESCRIPTION & PERSON SPECIFICATION

<b>Position:</b>	<b>OUSA Digital Marketing Coordinator</b>
<b>Reports to:</b>	<b>Marketing &amp; Communications Manager</b>
<b>Direct reports:</b>	-
<b>Indirect reports:</b>	-
<b>Volunteers and Interns:</b>	-
<b>Location:</b>	<b>640 Cumberland Street, Dunedin</b>
<b>Organisation:</b>	<b>Otago University Students' Association (OUSA)</b>

The OUSA provides a diverse range of services to its 20,000 student members at the University of Otago. An autonomous body with registered charity status and independence from the University, OUSA offers activities and support to students including:

- A confidential support and welfare advice service, representation and advocacy
- Numerous recreation clubs and societies and the facilities to support these
- A varied events programme
- A student radio station (Radio One)
- An award-winning student magazine (Critic).

The OUSA Executive (the elected student members and governors of the Association) runs campaigns and represents student views to the University and other external bodies.

OUSA's core responsibility is to engage its student members through services, events, representation and communication by way of a relevant, responsible, inclusive and engaging approach.

OUSA is a dynamic environment to work in – no two days are ever the same! We are an inclusive and supportive employer that values input from all staff.

### **Position Purpose:**

- Communicate OUSA's story and brand through engaging and relevant marketing across social channels/web/screens
- Research, update and action on digital advertising trends
- Determine content types and trends, across appropriate channels for relevant campaigns
- Work collaboratively with the marketing team and other departments for digital content creation across all OUSA sites

**Areas of Responsibility**

Area	Expected Outputs
<b>General Tasks</b>	<ul style="list-style-type: none"> <li>• Ensure OUSA and its sub-brands project a credible voice through all marketing and communications material in line with Brand CI</li> <li>• Together with the Marketing Manager, direct Content Creator for relevant social platforms (Content Creator 20 hours a week)</li> <li>• Collaborate with the Marketing Manager on advert placement via digital and social for relevant campaigns</li> <li>• Drive all OUSA social channels across campaigns</li> <li>• Build OUSA digital awareness, educate departments, and increase engagement across multiple platforms, especially social media (FB/Insta/Tik Tok)</li> <li>• Administration of OUSA's social networking, such as Facebook, Instagram, YouTube, Tik Tok across OUSA Social media management across channels: OUSA / Ori / Beerfest / Queer Support. Advise Radio One / Clubs and Socs</li> <li>• Publish and create digital content for relevant channels – Tik Tok / YouTube</li> <li>• Schedule OUSA's on-campus poster allocation and digital marketing initiatives</li> <li>• Update content across Web / Screens in line with the marketing team</li> <li>• Coordinate OUSA content for marketing and communications as relevant</li> <li>• Support the Communications and Marketing Manager to deliver excellent marketing and communications services.</li> <li>• Liaise with external partners, including the University of Otago, service providers and suppliers as required</li> <li>• Collation and interpretation of analytics</li> <li>• Occasional cover on-site content at OUSA events as required</li> </ul>
<b>Health and Safety</b>	<ul style="list-style-type: none"> <li>• Take personal responsibility for engaging in OUSA's no-harm, health and safety culture</li> <li>• Be familiar with the hazard register for the work area that you work in</li> <li>• Communicate to the Departmental manager and colleagues any potential hazards that you identify that are not on the register</li> <li>• Be familiar with the location of first aid kits and qualified first aiders in the Association</li> <li>• Be familiar with and adhere to any health and safety plans</li> <li>• Ensure incident and accident forms are filled out for all incidents and accidents that you are involved in, and notify the Departmental Manager of these</li> <li>• Be proactive in identifying new health and safety initiatives within the department and the wider OUSA community</li> </ul>
<b>Delegated authorities</b>	<ul style="list-style-type: none"> <li>• Delegated financial authority to \$250 for Marketing and Communications Department</li> </ul>

### Personal Attributes

<b>Working Collaboratively</b>	<ul style="list-style-type: none"> <li>• Ability to build and maintain professional and productive relationships</li> <li>• Ability to relate to a diverse range of people</li> <li>• Excellent written and oral communication skills</li> <li>• Communicates positively with colleagues across the OUSA to ensure a strong collegial culture within OUSA</li> </ul>
<b>Organisation</b>	<ul style="list-style-type: none"> <li>• Manages self, resources and workload to meet timelines</li> <li>• Deadline driven</li> <li>• Proactive and initiative</li> <li>• Is organised and keeps all files and documents in order</li> <li>• Ability to work independently and as part of the team</li> <li>• Ability to recognise when issues need to be escalated to the Departmental Manager</li> <li>• Focused</li> <li>• Understand the bigger picture and brand</li> <li>• Work under pressure</li> </ul>
<b>Change</b>	<ul style="list-style-type: none"> <li>• Is flexible and resilient to meet the ever-changing needs of the OUSA</li> </ul>
<b>Problem Solving</b>	<ul style="list-style-type: none"> <li>• Anticipates problems and proactively resolves them in an appropriate manner, escalating issues to the Departmental Manager when appropriate</li> </ul>

### Qualifications and Experience

- Preferred - Bachelor's degree in Marketing
- Digital experience and understanding across platforms
- Understanding of social media / Marketing and Brand
- Knowledge of website administration software, databases