

POSITION DESCRIPTION & PERSON SPECIFICATION

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

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)
- Commercial offerings including the Dunedin Craft Beer and Food Festival and the University Bookshop

The OUSA Executive (the elected student members and governors of the Association) run 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 digital platforms
- Run Advertising campaigns on Meta and Google systems
- Research, update and action on digital advertising trends
- Determine content types and trends, across appropriate channels for relevant campaigns

Areas of Responsibility

Area	Expected Outputs
General Tasks	<ul style="list-style-type: none"> • Coordinate OUSA and sub-brand marketing across OUSA's digital platforms • Work collaboratively with the marketing team and other departments for digital content creation across all OUSA sites • In coordination with the Marketing Manager and Content Creator direct content creation for relevant social platforms • Coordinate advert placement on OUSA's digital platforms for relevant campaigns • Drive all OUSA social channels • Build OUSA digital awareness, educate other OUSA departments • Increase engagement across multiple platforms, especially social media (FB/Insta/Tik Tok) • Utilise animation and video editing software where relevant for content creation • Administration of OUSA's social channels 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 • Create and publish digital content for relevant channels – Tik Tok/YouTube • Update content across Web/Screens in line with the marketing team as needed • Deliver excellent marketing and communications services across OUSA and its subsidiaries • Liaise with external partners, including the University of Otago, service providers and suppliers as required • Collation and interpretation of analytics • Cover on-site content at OUSA events as required
Health and Safety	<ul style="list-style-type: none"> • Take personal responsibility for engaging in OUSA's no-harm, health and safety culture • Be familiar with the hazard register for the work area that you work in • Communicate to the Departmental manager and colleagues any potential hazards that you identify that are not on the register • Be familiar with the location of first aid kits and qualified first aiders in the Association • Be familiar with and adhere to any health and safety plans • 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 • Be proactive in identifying new health and safety initiatives within the department and the wider OUSA community
Delegated authorities	<ul style="list-style-type: none"> • Delegated financial authority to \$250 for Marketing and Communications Department

Personal Attributes

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

Qualifications and Experience

- Bachelor's degree in Marketing is desirable
- 2 years digital marketing experience utilising a wide variety of platforms
- Experience using software such as Canva, Adobe Photoshop and Illustrator
- Strong Understanding of and passion for digital marketing
- Knowledge of website administration software, databases