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## JOB DESCRIPTION – SOCIAL MEDIA COORDINATOR

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**Job Title:** Social Media Coordinator

**Department:** Marketing and Communications

**Reports To:** Marketing Manager

### Job Overview

The Social Media Coordinator at Trendie plays a pivotal role in shaping the organisation's online presence. You will be tasked with creating, managing, and executing social media strategies that align with broader marketing objectives. This role is integral to building brand awareness, fostering engagement with our audience, and driving business growth through digital channels. The successful candidate will have a strong creative and analytical mindset, a keen understanding of current social media trends, and the ability to engage with diverse audiences.

### Key Responsibilities

- **Strategic Development:** Design, implement, and manage social media strategies that align with Trendie's overall marketing and brand objectives. Ensure these strategies support business goals, enhance online visibility, and drive audience engagement.
- **Content Creation and Curation:** Develop, curate, and schedule multimedia content (text, images, videos, infographics) tailored for each platform (e.g., Instagram, Facebook, LinkedIn, Twitter). Ensure consistency in tone, style, and visual branding across all channels.
- **Community Management:** Engage with the online community by responding to comments, messages, and reviews in a timely and professional manner. Foster relationships with influencers and key opinion leaders to amplify brand reach.
- **Trend Analysis and Competitor Monitoring:** Stay abreast of industry trends, platform updates, and best practices. Conduct competitor analysis to identify opportunities for differentiation and innovation.

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- **Cross-functional Collaboration:** Work closely with the content creation, design, and marketing teams to ensure cohesive messaging and branding across all campaigns and initiatives.
- **Performance Monitoring and Optimisation:** Analyse key performance indicators (KPIs) such as engagement, reach, and conversion rates. Utilise data to refine content strategies and optimise performance.
- **Reporting and Feedback:** Provide regular reports on social media metrics and performance, identifying key insights and areas for improvement. Present findings and recommendations to the Marketing Manager.

## Qualifications and Experience

- **Education:** Bachelor's degree in Marketing, Communications, Digital Media, or a related field.
- **Experience:** Minimum of 2 years' experience in social media management, digital marketing, or a similar role within a fast-paced and dynamic environment.
- **Technical Proficiency:** Expertise in social media management tools (e.g., Hootsuite, Buffer), content creation platforms (e.g., Canva, Adobe Creative Suite), and analytics software (e.g., Google Analytics, Facebook Insights).
- **Communication:** Exceptional verbal and written communication skills, with the ability to craft compelling messages tailored for different platforms and audiences.
- **Creativity and Innovation:** Demonstrated ability to produce creative content and campaigns that engage audiences and reflect brand values.
- **Analytical Skills:** Strong analytical skills with the ability to interpret data and adjust strategies based on performance insights.



## Skills and Competencies

- **Content Development:** Proven ability to create compelling and visually appealing content that resonates with target audiences.
- **Platform Expertise:** Deep understanding of social media platforms, their algorithms, and best practices for engagement.
- **Interpersonal and Communication Skills:** Ability to engage professionally and empathetically with online communities, while fostering positive relationships.
- **Data-driven Decision Making:** Capacity to interpret performance data and refine strategies to maximise results.
- **Time Management and Organisational Skills:** Ability to manage multiple projects concurrently, meet deadlines, and maintain high-quality output under pressure.

## Working Conditions

This is a full-time position, requiring flexibility to work beyond standard business hours, particularly during key campaign periods or event launches. The role is office-based, but may offer remote working options depending on project requirements.

## Key Performance Indicators (KPIs)

- **Audience Growth:** Demonstrable increase in social media followers, engagement rates, and online reach.
- **Campaign Success:** Effective social media campaigns that drive traffic, engagement, and conversion in line with broader marketing goals.
- **Content Excellence:** Maintenance of high-quality, engaging, and brand-consistent content across all platforms.
- **Timely Community Engagement:** Prompt and effective response to community interactions, ensuring a positive brand experience.
- **Strategic Alignment:** Social media efforts must contribute to overall marketing and organisational objectives, as outlined by the Marketing Manager.



# Trendie

## **Company Culture and Values**

Trendie is a forward-thinking organisation that places innovation, creativity, and customer engagement at the heart of its business. As the Social Media Coordinator, you will be expected to embody these values and contribute to a collaborative, inclusive, and creative work environment.

## **Career Development**

Trendie offers robust career growth opportunities, with pathways to roles such as Senior Social Media Manager, Digital Marketing Manager, or Content Strategy Lead. We provide ongoing professional development to support career advancement within the field of digital marketing and social media strategy.

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