

Digital Marketing Coordinator – Job Description

Job Title: Digital Marketing Coordinator

Job Status: Permanent position

Hours: 40 hours

Reports to: The Incubator Director

Job Purpose

To be an ambassador for the Incubator Creative Hub and the grassroots arts sector and to support the Director and team to deliver key outcomes of the strategic plan, in accordance with board directive.

The prime focus of this role is to deliver a range of tasks that ensure comprehensive digital, social media, graphic design and marketing for Incubator Creative Hub.

Role overviews

The Digital Marketing Coordinator role coordinator must have values that align with the objectives and philosophy of The Incubator Creative Hub.

It is important that this role brings a mix of skills, experience and confidence required to develop and deliver initiatives appropriate to the Tauranga arts community.

There will be an expectation to also support other Incubator business as usual tasks and projects when and if required including event support.

Attributes

To be prepared to live and breathe the kaupapa of the Incubator Creative Hub and our commitment to serving the arts and community sector and to make progressive change.

We expect all out team to have the ability to work in a dynamic team environment and get along with everyone. We are a no drama team.

Other attributes are:

- Terrific time management ability
- Being super organised
- Dependable and self-reliant
- Agile and flexible
- Punctuality
- Excellent work ethic
- Methodical, intuitive, and able to multitask, work in an ever-fluid environment
- Have great interpersonal and communication skills and tolerance working with people
- A great sense of humour and open minded
- Creative and detail oriented
- Professional conduct especially when working with the public
- Adaptable to hotdesking, environment
- Adaptable to events hours and fluid work times/days on occasion

Skills must include:

- A great understanding of social media (currently only Facebook and Instagram) for marketing.
- Ability to problem solve technical issues, start, and link accounts, manage Meta business suite.
- Experience in digital marketing
- Knowledge of Linktree, Canva, Mailchimp and Google services
- Ability to optimise social media effectiveness.
- Reasonable graphic design ability and flair.

- Confidence to design social media graphic content and reels
- Ability to use the Meta Business Suite scheduling platforms effectively.
- Understanding of WIX web platform or similar experience and confidence to learn fast.
- Understanding of the Microsoft Suite (Word and PowerPoint, Excel)
- Ability to contribute to an analytical database.
- Reporting skills to maintain cohesive databases and record keeping.
- Able to nail multiple deadlines.
- The ability to hit the ground running and work autonomously to see projects to implementation
- Excellent and organised filing skills.

Useful skills should include:

- Ability to start up new social media platforms such as TikTok and to implement.
- Ability to learn new platforms quickly. (We use the Monday.com project Management) programme and other associated platforms such as Team up and Affinity and Bright HR.
- Photoshop and Indesign knowledge
- Ability to input to brand improvement and design.
- Photography: Ability to capture product and event images for social media and marketing assets
- A good knowledge and understanding of the Arts sector

Key relationships:

- Incubator Director
- Incubator Staff team and volunteers and board
- The Incubator Resident Artists
- The Arts Community we engage with
- Other marketing connections

Main Tasks and Responsibilities:

- Assist the Incubator Creative Hub Director and team with other duties as required.
- Overseeing the multiple social media accounts including pages and groups.
 - Strategic scheduling of social media content representing all Incubator entities Including: gigs, events, workshops, exhibitions, and regular posts of interest.
 - Representing the resident artists in a planned schedule to promote.
 - Highlighting events as they occur with great content.
 - Creating events on social media and keeping these events active with fresh content.
 - Develop and implement a consistent brand look over the Instagram pages and support other team in this task on respective pages.
- Loading of events to online promotional platforms including researching new ones as they appear.
- Designing posters, graphics, signage, and event assets when needed.
- Organising a library of juicy stock images for gap filling and reports,
- Punchy EDMS
- Contributing to new developments and projects of Incubator wider operations and other responsibilities as requested.
- Using the appropriate platforms and apps for connecting with team and updating and tracking tasks.

- Use the provided app to complete work hours and request leave.

Reporting and data

- Contribute to the robust data input for recording outcomes when necessary.
- Survey initiatives and processing data and feedback
- Providing regular reports of progress to be presented in Director's report when required.