



Position Description

Title	Digital Production Co-Ordinator
Division	GP Advertising
Team	Digital Marketing Team
Reports to	Digital Production Manager
Effective date	January, 2018
Primary objective	
<p>The Digital Production Co-ordinator works collaboratively with an in-house team of design, production and marketing specialists and external suppliers to:</p> <ol style="list-style-type: none"> 1. Deploy and implement online media campaigns and marketing content across a variety of websites 2. Communicate with a wide range of stakeholders to ensure campaigns are successfully trafficked and live 3. Assist in production by supporting all digital channels in the marketing team such as eDM, social media, mobile and display campaigns 4. Initiate QA, troubleshooting & resolution of digital campaigns errors 	
Main Activities	
<ul style="list-style-type: none"> • Build and maintain strong relationships with internal stakeholders – from digital production to marketing and account management. • Manage multiple campaigns and successfully ensure all assets and specs are correct before send. • Work closely with the digital marketing team to identify upcoming events/projects, understand business objectives and ensure creative addresses all requirements. • Support the Digital Co-ordinators across all aspects of their role, especially in the deployment of digital campaigns. • Monitor and report on the campaign production schedule ensuring all campaigns are completed on time. • Traffic proofs to clients for content approval, adhering to campaign deadlines. • Publish campaign content using the web content management systems Magento. • Guide clients on production services, advising on resource availability and online publishing requirements, including style and best practice usability. • Liaise with external suppliers to ensure the delivery of all assets for externally managed campaigns • Strong communication with HN Online, GP Advertising teams and clients to ensure timelines and deliverables are met. • Prioritising and acting upon requests to ensure the company's needs are effectively and consistently met in a timely manner • Ensure quality and compliance of all campaign and marketing content • Perform other duties as assigned by managers • Assist with the smooth running of GP Advertising doing other duties as required. • Advertising Compliance 	

- o Report all advertising compliance issues immediately to management
- o Undertake advertising planning and request activities in strict adherence with the Advertising Compliance Policy, Raincheck Policy and all issued procedures relating to the provision of advertised offers
- o Carry out all advertising activities in strict accordance with Australian Consumer Law
- o Attend and complete annual compliance training when instructed or required

Key skills

- Exceptional attention to detail
- A solid understanding of the digital and social media landscape
- Strong written and verbal communication – keen to ensure client and stakeholder satisfaction
- Strong creative understanding
- Excellent organisational skills
- Ability to set priorities, accomplish objectives in a timely manner, and multitask & manage several projects at once
- Advanced Excel, Outlook, Powerpoint
- A basic understanding of HTML is a bonus.

Contacts

Internal:

External:

Position Requirements

Qualification:

Tertiary qualification in a related field or relevant life or work experience.

Experience:

Not mandatory, although a minimum of 1 year experience in a similar position is ideal