Social Media & Webinar Coordinator

Position Title: Social Media & Webinar Coordinator
Supervisor/s: Operations Manager
Direct Reports: Nil
Date: 30 July 2012

Primary role/purpose

The Social Media & Webinar Coordinator is responsible for contributing to the development and implementation of all aspects of the company’s social media and webinar presence, including developing, delivering, updating and improving social media feeds, and increasing webinar offerings to our clients.

This person will be required to work closely with various businesses and individuals in order to organise and drive business initiatives and will be projecting a professional company image at all times.

Key functions and responsibilities

Key functions and responsibilities of the Social Media & Webinar Coordinator include but are not limited to:

Technical

- Ability to develop a plan for achieving relevant strategic goals, implementing those strategies and report to executive management on the attainment of these goals
- Ability to use and optimise a wide variety of social media platforms, particularly those used by the organisation, including Facebook, LinkedIn, Twitter, RSS feeds, YouTube, Google adwords/analytics, MySpace, HootSuite, podcasts, online survey tools and other social media as these are released in the market
- Ability to use and optimise webinar software, particularly those used by the organisation, including GoToTraining/GoToWebinar and other software as these are released into the market
- Ability to use and optimise design programs such as Photoshop, Illustrator, InDesign, etc.
- Ability to use standard office tools and a variety of computer hardware- and software products at an intermediate to advanced level, including records management, database applications, word processing, spread-sheets and presentations software, etc.

Social Media and Webinar Coordination

- Develop, deliver, update and improve social media feeds, and increase webinar offerings to clients, including coordinating, supporting, administering and implementing all activities relating to webinars and social media
- Set webinar events including run sheets, finalisation of approved content, execution of the event (in conjunction with the presenter), appropriate programming and post event electronic resources
- Assist and provide support to other Velg Training staff as and when required
- Report to management
Planning

- Work in conjunction with management to maximise the return on investment in relation to social media and webinars, including expanding of our national footprint and further enhancing the organizational profile through relevant strategies, advertising, partnerships, media and other related activities
- Ensure the business unit’s activities and priorities align with those of the organisation including requirements for timeliness, quality, health and safety, legal requirements, environmental policies and general duty of care
- When managing and measuring work, be able to clearly assign responsibility for tasks and decisions, setting clear objectives and measures
- Achievement of day to day tasks, and short, medium and long term goals
- Plan and monitor departmental expenditure within agreed budgets

Communicating

- Ability to communicate and work effectively with other employees either individually or as a participating member of multi-disciplinary teams within the organisation
- Develop and facilitate strategies that seek to improve the external communication systems and processes across the organisation
- Assist in the development and promotion of organisational values
- Liaise with other functional/departmental managers and staff to understand all necessary aspects of organisational development, and assist in ensuring they are fully informed of relevant organisational development objectives, purposes and achievements
- In conjunction with the Events Coordinator, liaise with relevant webinar presenters
- Provide specialised advice and information on the organisation’s products and services as it relates to webinars and social media, and respond to client/public/supplier challenges within own functional area, utilising a high degree of interpersonal skills
- Communicate and provide information to assist and enable organisational operations, effective services, and website updates, newsletters, and promoting company values
- Answer incoming calls where required and maintain a rapid response rate according to agreed standards.

Other

- Compliance with all policies and procedures, including those outlined in the Staff Handbook, with particular emphasis on adherence to relevant health & safety procedures, professional attendance, punctuality, personal appearance and proper use and care of equipment and materials, maintaining a positive and collaborative team environment
- Additional reasonable duties as allocated by the Operations Manager

Key Selection Criteria

Qualifications

- Completion of a relevant tertiary qualification or adequate working experience in social media platforms and webinar software

Essential

- One to two years practical social media and webinar experience
- A demonstrated ability to develop and implement social media strategies and social engine optimisation techniques
• A demonstrated understanding and application of social media platforms and knowledge of design programs as described under “Technical” above
• A demonstrated ability to conduct daily posts/tweets to all applicable social media outlets
• A demonstrated ability to coordinate webinars and assist external stakeholders/trainers
• Ability to oversee and implement a webinar professional development calendar
• Excellent organisational, time management and interpersonal skills
• Excellent written and verbal communication skills across all levels of liaison with colleagues in a multi-disciplinary team, and clients from a diverse background
• Ability to identify opportunities, take initiative and responsibility, and persistence and drive to see challenging tasks through to completion
• Enthusiastic, hard-working, willing to learn and deadline driven
• Willingness and flexibility to travel to interstate events as and when required
• Knowledge of the VET sector is desired by not mandatory

Authorisation

I hereby agree that this Position Description accurately reflects work requirements.

Operations Manager

Name: __________________________ Signature: __________________________ Date: __________________________

Incumbent

Name: __________________________ Signature: __________________________ Date: __________________________