

	Job Spec Brand Coordinator
Department	CCFM Radio Station
Responsible to	General Manager
Responsible for	Assist the General Manager with the current (and on-going) marketing and brand building of CCFM via all Digital platforms including (but not limited to): multiple social media platforms, CCFM website, third party apps as well as the CCFM app; this will include researching, creating, and designing content to reflect the on-air activities of CCFM
Key Responsibilities and Accountabilities	<p>Key Responsibilities:</p> <ul style="list-style-type: none"> • Create engaging posts on all social media platforms (i.e., create content such as video, GIFS, website banners, mailers etc.) • Respond to social media posts and messages on CCFM's social media account • Gather on-air content and upload to all digital platforms • Write content for social media posts • Manage and generate monthly reports • Co-ordinate marketing and fundraising events • Assist with merchandise sales and reconcile merchandise stock • Contribute to increase brand awareness and loyalty by working with the Sales and Programming departments to grow audience and attract new business / clients • Conceptualize with the Sales and Programming teams to promote campaigns and events that engage audiences and meet client needs • Ensure consistent communication with internal and external stakeholders in marketing activities • Assist with outside broadcasts (OB's) and events, when necessary, to enhance the visibility of CCFM in the community • Keep abreast of current trends and industry best practice <p>Social Media and Online Marketing:</p> <ul style="list-style-type: none"> • Work with the Management team to develop a social media strategy • Responsible for all social media channels • Assist with the continuous improvement and development of CCFM's website (including website maintenance) • Write newsletters and website copy for CCFM • Collaborate with the Programming department on social media opportunities by identifying topics that have been aired and develop related posts and other materials to influence new business <p>Research:</p> <ul style="list-style-type: none"> • Assist with conducting regular research about CCFM's target market and listenership • Assist with creating visual graphic presentations of the research outcomes, with the purpose of creating resources for the Sales team

<p>Qualifications / Experience / Skills</p>	<ul style="list-style-type: none"> • A tertiary qualification in Digital Marketing or similar • At least 2 years working experience as a Brand Ambassador or in a similar role (i.e., Social Media Assistant / Community Manager) • Proficient in MS Office (i.e., Word / Excel / PowerPoint etc.) • Well versed in Digital (i.e., social media / website campaigns / paid media / banners etc.) • Knowledge of and experience with Google Analytics / SEO • A good command of the English language (both verbal and written) • Strong administration and organizational skills • Strong presentation skills • Strong time-management skills • Social media savvy
<p>Personal Attributes</p>	<ul style="list-style-type: none"> • Team player with the ability to work independently • Ability to remain calm when under pressure • Proactive • Solution and deadline driven • Energetic • Confident • Resilient • Meticulous with attention to detail • Other: <ul style="list-style-type: none"> ○ Flexible to work beyond normal working hours (overtime when required)