

## JOB DESCRIPTION

<b>Job Title:</b>	<b>Digital &amp; Social Media Marketing Specialist</b>
<b>Base Salary Range</b>	On application
<b>Responsible to:</b>	Digital & Social Media Marketing Manager
<b>Duration</b>	Until 31 October 2021

### OUR COMPANY

Enriching the Territory with incredible event experiences is what drives us.

Since 1999, Northern Territory Major Events Company (NTMEC) has been delivering and supporting events from the Top End right down to the Red Centre. Our team is passionate about the Territory's events industry and takes great pride in the company's diverse events portfolio.

As the peak body for events in the Territory, NTMEC strives to grow industry capacity, strengthen our identity as an exciting place to live and work, and deliver world-class events to boost visitation and ultimately strengthen the Territory's economy.

### THE ROLE

People are our most important and valued asset. Working at NTMEC is more than a job; it is a commitment to promote the Territory as a unique, world-class event destination like no other.

As a Digital & Social Media Marketing Specialist, you will work as part of a multi-disciplined team to develop social media content strategies and deliver innovative ideas for awareness, consideration, conversation, retention and loyalty for eight brands across all key social platforms to contribute to the Territory's visitor economy.

#### Key Duties and Responsibilities:

1. Implement and execute engaging, creative and innovative content for NTMEC's event portfolio across all social media platforms to drive social engagement.
2. Create and manage paid social media advertising campaigns, analyse and provide recommendations to drive maximum return on investment.
3. Assist in development of websites, EDM campaigns and other digital platforms.
4. Develop concepts, graphics and layouts for social media and EDM campaigns and optimise the activity once in market.
5. Manage the social media community including responses to enquiries as well as social listening.
6. Develop and maintain effective collaborative partnerships with media, industry, stakeholders and Government, at a local and national level.
7. Assist with preparing briefings and correspondence, including campaign briefs and service agreements.

#### Selection Criteria:

1. You will believe in our events and have a passion for the Territory. You will have the ability to flex above standard operating level to drive ticket revenue and increase interstate attendance.
2. You will have strong interpersonal and communication skills and process a friendly and mature approach to your work and have the proven ability to work collaboratively across government, industry and key event stakeholders.
3. You will have a proven track record on delivering results on social campaigns, with the ability to make insight and data-driven decisions and be comfortable using Facebook Business Manager and ad accounts, including pixel creation and retargeting campaigns.
4. You will have exceptional written communications skills and be able to adapt your written style to brand tone of voice.
5. You will be comfortable with campaign reporting and optimisation to ensure we are on the right track and achieving our KPIs.
6. You will have experience in graphic design, Canva and video editing programs. InDesign, photography and videography skills are highly desirable.

7. You will be a key contributor to the business goals, have a willingness to be in it together and find solutions for all. You are also open to opportunities outside of job scope as the business evolves and have the ability to work autonomously.

You will be required to work some weekends and public holidays, intra-Territory travel may be required.

### **BENEFITS**

We will support you to implement innovative ways of working in a collaborative, people-focused and results-driven business. An attractive remuneration package is on offer for the right candidate.

**Approved:**

**Tim Watsford, CEO, NT Major Events Company**