



Job Description:

**Management - Digital
Communications Coordinator**

Version:

001

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JOB TITLE: Digital Communications Coordinator

DEPARTMENT: Communications

REPORTS TO: Management

DIRECT REPORTS: Strategic Communications and Storytelling Manager

Commitment: 140 hours per month (full time, flexi time, Hybrid- remote and in office)

SUMMARY JOB SCOPE:

The Digital Communications Coordinator will work with the Communications Manager to develop and execute social media strategies, create engaging content, and manage advertising campaigns. As well as update website content, optimize for SEO, design digital and print materials, and analyze digital performance to inform strategy.

KEY ACCOUNTABILITY: Social Media Management

Tasks:

- Create and implement comprehensive social media strategies to enhance ACA's digital presence and communication with its digital youth network
- Stay up-to-date with the latest social media trends, tools, and best practices to ensure strategies are current and effective
- Generate engaging and relevant content for various social media platforms in partnership with the Communications Manager
- Produce high-quality visuals and copy
- Schedule and publish posts using social media management tools
- Create, maintain and optimise social media advertising campaigns and strategies
- Online community management

KEY ACCOUNTABILITY: Graphic Design & Website management

Tasks:

- Update and maintain website content, ensuring accuracy, relevance, and alignment with ACA communication strategies.
- Optimize website content for SEO and user experience.
- Develop digital and print designs



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KEY ACCOUNTABILITY:	Digital Analytics, Reporting and Optimisation
	<ul style="list-style-type: none"> - Use digital analytics tools (e.g. Google Analytics, social media insights) to track and analyze the performance of digital communications efforts. - Prepare regular reports on digital engagement, campaign effectiveness, and website traffic. - Provide recommendations based on data insights to enhance digital communication strategies. - Map and segment audience lists to target specific audiences effectively and help ACA understand its audience - Monitor email and social media campaign performance, including open rates, click-through rates, and conversions, and advice on adjusting strategies as needed.
KEY ACCOUNTABILITY:	General
Tasks:	<ul style="list-style-type: none"> - Assisting with achievement of organizational objectives. - General ad-hoc related functions. - Compliance with health and safety and general housekeeping standards.