

DIGITAL CAMPAIGN COORDINATOR

JOB DESCRIPTION

Milestone Creative Australia is a multi-award-winning specialist Agency for Business and major events, festivals, hospitality, arts and tourism. Creativity, ingenuity and integrity is paramount to us as we provide strategy, marketing, creative, digital and publicity for some of Australia's largest events, destinations, venues, theatre, arts organisations. The role is based in Lilyfield, with a free onsite parking spot, is close to Leichhardt North tram station and the bus stop.

Overview of the role

We are seeking a **Digital Campaign Coordinator** to create and optimise paid digital campaigns, website development and management for our exciting portfolio of clients. Reporting to the Digital Marketing Manager, you will be experienced in all aspects of digital marketing but have the space to continue to develop and learn on the job. You will be responsible for digital media planning and budgeting, content writing, campaign creation and optimisation for campaigns that drive business leads and ticket sales for our clients.

Key Responsibilities

- Work with the Digital Marketing Manager and Marketing & Account Managers to ensure event campaigns are on time, on budget and results are delivered and exceeded
- Prepare campaign strategies and plans
- Installation of Meta pixels and Google tracking codes
- Keyword and tag research (SEM), creation of digital advertising content across search, Facebook, LinkedIn and other channels
- Create and prepare content for engaging, click-worthy, thumb-stopping and share-worthy creative that will sell tickets, generate enquiries and leads for our clients.
- Build and optimise digital marketing campaigns across Meta Business and Google. Other platforms will be a bonus
- Wordpress site build and management
- Prepare detailed weekly, monthly and post-campaign reports with descriptions, insights, budget and detailed commentary and strategic recommendations. Meet with client to present insights, results and recommendations
- Budget management

Administration

- Create and resize images for campaigns using Photoshop, Indesign, Illustrator
- Strong administration including typing, filing, printing, document binding and other administrative duties
- Ensure all files are saved in the central drive
- Maintain the resource section of the drive, ensuring media kits and other folders are updated
- IT and other office support as needed- Mondays CRM, google accounts, voip system
- Update the WIP daily, attend weekly team WIP and weekly 1:1 with Digital Marketing Manager
- Budget reporting on every project
- Maintain a clean and tidy office space (clean desk policy)

MILESTONE CREATIVE

A U S T R A L I A

- Liaison and communication with clients including presenting results, analysis and recommendations

Other skills

- English is your first language as this role requires strong copywriting and content skills
- Exceptional grammar including professional writing
- Superior / advanced Microsoft Word, Excel, PowerPoint skills
- Report writing

About You

- Minimum 2 years hands-on digital campaign experience, preferably in marketing agency environment. Event marketing experience is preferred and favourable.
- You work at a fast pace, are hands-on and have fastidious attention to detail
- You know how to plan, write, load and manage paid digital campaigns. You have exceptional skill and experience creating, managing and optimising digital advertising campaigns for Milestone and client accounts across search engine marketing, programmatic, YouTube, Facebook, Instagram, Twitter, LinkedIn and other social platforms.
- You are an excellent communicator with strong client management skills
- Project and time management skills, enabling you to manage multiple demanding project timelines, ensuring that deadlines are always met.
- Exceptional analytical skills – Namely data analysis and interpretation, ability to research and analyse marketing and digital media data
- Excellent telephone manner
- Consistently maintain good relations with clients and suppliers, representing MILESTONE CREATIVE AUSTRALIA in the best possible, professional and friendly manner

Salary

Depending on experience, the Digital Coordinator's salary is \$55,000 plus superannuation, pro-rata to 2 days per week with a scope to expand to more days and into fulltime.