

**JOB DESCRIPTION & ACCOUNTABILITIES**

<b>NAME:</b>		<b>REPORTING TO:</b>	<b>Global CRM Manager</b>
<b>POSITION TITLE:</b>	<b>SOCIAL MEDIA SPECIALIST</b>	<b>DIRECT REPORTS:</b>	<b>None</b>
<b>DEPARTMENT:</b>	<b>MSI</b>	<b>LOCATION:</b>	<b>Melbourne</b>

**POSITION PURPOSE:**

The Social Media Specialist will be the subject matter expert for social media at the Intrepid Group. The role will be responsible for overseeing the day-to-day operation of social media across the global and regional business. As social media evolves, you will ensure Intrepid Group remains best in class. Passionate about the role that social media plays in how we reach our community of travelers, you are responsible for scheduling global content & campaigns for each channel, coordinating regional social media champions and managing social content calendars across multiple platforms and regions. The Social Media Specialist will play a key role in establishing and driving customer service and brand engagement on our social media platforms.

The Social Media Specialist will execute key priorities including:

1. Integrate social media as a key brand engagement and customer service channel in the business
2. Drive best practice to ensure social media activity champions consistent brand experience and protects our brand reputation.
3. Coordinate with social media and content creators globally to ensure social media content is always a high standard, meets business objectives and is scheduled into the content calendar.
4. Drive innovation on our social media platforms to support our global marketing and service strategies.

**QUALIFICATIONS AND EXPERIENCE**

- A degree in communications, marketing, advertising, new media or a related field
- Extensive knowledge of social media channels and the role they play in marketing & customer service
- Experience in content creation and the development and implementation of strategic social media initiatives
- Experience with enterprise level social media management software. Radian 6 or Social Studio a bonus.
- Proven ability to produce social media reports with Google Analytics & Facebook Insights
- Headline writing abilities + basic photoshop competencies

**OTHER SKILLS AND ATTRIBUTES**

- Excellent verbal and written communication skills
- Proven experience with stakeholder management at all levels
- Strong familiarity with online marketing best practice
- Great interpersonal skills and the ability to work with cross-functional teams
- Ability to work autonomously whilst managing multiple projects and competing deadlines
- Ability to act as a frontline brand manager interacting with customers and fans in real time and various platforms
- A flexible approach and a willingness to work nonstandard business hours
- Ability to write professionally for a varied audience
- Highly self-motivated, willing to experiment, thrives on change
- Customer focused and result oriented
- An understanding of and belief in The Intrepid Group's core values & style of travel
- Sense of humour + passion are both non-negotiables

Operational Accountabilities of Role	Benchmark Measure
Implementation of the social media strategy	<ul style="list-style-type: none"> <li>Manage the effective implementation of a social media strategy that aligns with global marketing, sales, service &amp; PR objectives and engages audiences.</li> <li>Establish social media as a key customer service channel to meet growing customer expectations</li> <li>Meet engagement, customer service and website traffic targets for social media</li> </ul>
Oversee the governance and day-to-day operation of Intrepid Group Social Media including moderation and content distribution	<ul style="list-style-type: none"> <li>Maintain regular and consistent global content schedule</li> <li>Ensure customer service level and response time is globally managed and met</li> <li>Manage and evolve the escalation process with internal teams to maintain brand reputation</li> <li>Ensure all content distributed globally and regionally is on brand</li> </ul>
Global Content Distribution and Channel Management	<ul style="list-style-type: none"> <li>In consultation with global content team provide input to the global content calendar, by brand, across relevant platforms.</li> <li>Ensure global content is effectively created and distributed across social media for all brands including global campaigns</li> <li>Analyse and provide recommendations to optimise social media activity based on trends and results</li> </ul>
Drive the internal staff engagement & training program	<ul style="list-style-type: none"> <li>Identify brand and platform champions and help support and develop them.</li> <li>Plan, develop &amp; communicate a program to encourage relevant staff to participate in social media.</li> <li>Prepare training modules and documentation to be used by staff that are new to social media &amp; to the Intrepid Group.</li> </ul>
Support Regional Social Strategies	<ul style="list-style-type: none"> <li>Work closely with marketing teams in regional offices to provide best practice leadership to drive the social media strategy in those regions. This may include moderation, identification of content partnership opportunities, pilot initiatives, thought leadership and knowledge sharing.</li> <li>Oversee the social execution of regional campaigns.</li> </ul>
Monitoring and reporting	<ul style="list-style-type: none"> <li>Ongoing monitoring of social engagement and traffic to identify issues and opportunities.</li> <li>Provide input to the quarterly global digital insights report on the effectiveness of organic global content, including website traffic, engagement and sales.</li> </ul>

## ENCOMPASSING THE FOLLOWING BRANDS/ PLATFORMS:

**Intrepid:** Facebook, Twitter, Instagram

**Peregrine:** Facebook, Twitter

**ATA:** Facebook