

Readings

Position Description

Position:	Digital Content Coordinator
Status:	Full Time Fixed Term (7 Month Maternity Leave Replacement)
Location:	Head Office, Carlton, Vic
Reports To:	Digital Marketing Manager & Marketing Manager
Document Reviewed:	December 2018

Job Summary

The Digital Content Coordinator assists with online marketing activities. Reporting to the Digital Marketing Manager and the Marketing Manager, the Digital Content Coordinator is responsible for updating and curating books, CDs, DVDs, and other products online, writing, editing and posting online content including news items, blog posts and reviews, keeping the website up-to-date, assisting with the composing and sending of e-newsletters, occasionally updating social media and assisting in running online promotions.

The Digital Content Coordinator also administrates the three Readings Prizes: The Readings Prize for New Australian Fiction, the Readings Young Adult Book Prize and The Readings Children's Book Prize.

Duties and Responsibilities

The key duties and responsibilities of this role are listed below, always performed in a cooperative manner to ensure excellent customer service and safe working practices. However the incumbent may be required, within their skills, qualifications and experience, to undertake other responsibilities or perform other duties or projects that the company may require in order to meet its operating needs:

- In conjunction with the Digital Marketing Manager, select and promote products on readings.com.au
- Proactively generate ideas for digital content based on relevant events, trends, titles, etc.
- Upload, update and edit product data
- Ensure all website pages and collections are regularly updated with relevant products
- Write and post blog posts, news items, reviews and promotional copy
- Edit and proofread blog posts written by other staff members
- Assist in preparing, proofing and sending e-newsletter campaigns
- Liaise with other Readings staff members where necessary in terms of product promotions and shop marketing
- Assist in updating Readings' social media pages when needed
- Liaise with external parties such as software developers and publishers
- Become an internal expert in relation to the software and systems used

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- Assist in the promotion and merchandising of the Readings brand
- Check stock levels and ensure all promotions focus on items that are in stock and which are likely to sell in the highest quantities
- Assist the Digital Marketing Manager in analysing data, e.g. Google Analytics, to inform future promotions.
- Schedule and upload the Readings Podcast
- Support and promote Australian authors and artists online where appropriate

Additional – The Readings Prize

Manage the administration of the annual Readings Prize including:

- Collating the list of eligible books in collaboration with head buyers
- Liaising with publishers to obtain reading copies for judges
- Communicating with internal and external judges
- Coordinating the judging period including running Prize meetings
- Communicating with the Prize winners and organising the Prize event

Relationships

Report directly to the Digital Marketing Manager, in relation to online content, and to the Marketing Manager. Internally relate with other Marketing Team members, Readings' group Buyers, as well as other shop staff. Externally, liaise with service providers, suppliers, publishers, authors and customers. In relation to the Readings Prize, liaise with internal and external judges, publishers, and Prize winners.

Authority

This role provides the incumbent with the authority to post approved content including reviews, news items and blog posts on the website and related social networking sites.

Knowledge

Knowledge of the book industry is essential, as is experience with online communications and social media, proofreading, and working to deadlines. The incumbent should demonstrate excellent writing and editing skills, be highly organised, flexible, open-minded and receptive to new ideas, and demonstrate excellent attention to detail.

Performance Indicators

Performance indicators will include both quantitative and qualitative measures as agreed by the Digital Marketing Manager and the incumbent. Indicators may be business based, for example:

- Increased sales
- Increased online traffic to the relevant product category pages and blogs

Or they may be individual based, for example:

- Performance as a team player as assessed by peers.
- Ongoing professional and personal development through attendance at agreed industry events, seminars or professional courses.
- Customer feedback

Performance expectations and performance indicators generally will be defined on an annual basis.