

## ALT/SHIFT JOB DESCRIPTION

Date prepared	16 January 2017	Prepared by	Chris Steele
Position	Social Media & Content Manager	Department	Social Media
Type of work	Full-time, permanent	Manager	Elly Hewitt, MD
Salary	To be negotiated		

### About us.

Melbourne's newest independent creative communications agency, Alt/Shift, is amidst an exciting growth phase and looking for new talent to join the team. An independent creative communications agency that gets our clients noticed, we develop multi-channelled campaigns that create impactful results. We don't do things how they've always been done, but how we know they should be done in a constantly evolving digital, media and consumer landscape. We aim to be the smartest and most efficient agency in the market, spending less time on admin and more time 'doing.'

We are creative, digital, business and comms experts that specialise in:

- Public Relations
- Social Media
- Experiential and Sponsorship
- Issues Management

We believe the best work is a result of having the best people on board. We're committed to providing our team with the environment, support and training to deliver work that gets our clients noticed. Culture, health and wellbeing are very important to us. From bring your dog to work, to bake offs, flexible working hours and regular team lunches, we work hard and play harder. We're about efficiency and effectiveness, not how many hours you clock. We don't measure people by how many evenings or weekends are spent in the office - simply by how well the work's being done.

### About the role.

We are looking for an experienced Social Media & Content Manager who will be responsible for managing social media campaign activity from brief through creative concepting, content production, execution and reporting, ensuring it's delivered within budget and on time. You'll also be skilled in establishing and growing a strong relationship with clients and experience leading WIP meetings (day to day contacts). As an integrated agency, our social media campaigns work hand in hand with PR, so we're on the hunt for someone with a nose for newsworthiness and editorial nous.

No day is the same at Alt/Shift, however regular tasks will include client meetings and responding to client briefs, internal brainstorming, briefing content producers and agencies, managing brand social media channels, community management and supporting the team during event activations.

You will have your finger on the pulse of all things social media and will bring new ideas and thought leadership to our team, sharing your knowledge and experience whilst taking all opportunities to learn from the industry leaders we have in-house and deliver work that shifts the dial for your clients' brands. You'll be working closely with our Senior Social Media Strategist and Planner and amongst a team of creative thinkers and comms specialists in an integrated, brand spanning new office space in the heart of Melbourne's food, arts and culture mecca, Fitzroy.

**About our dream candidate.**

Attitude and culture fit is everything to us! If this sounds like you and your skillset/experience matches the below criteria, we'd love to hear from you:

- A comprehensive understanding of the role social media plays in achieving business objectives across brand marketing and communications, with 2+ years in a similar role.
- Experience managing content production including video, photography and influencer content.
- Experience managing social media campaigns for major brands from start to finish.
- With strong editorial skills, you're immersed in the news cycle and have a keen eye for identifying opportunities for client brands to cut-through.
- The ability to manage timelines and production deadlines and strong planning and organisational skills.
- Strong communication and presentation skills.
- Proficient in developing communication assets with exceptional writing and editing skills.
- Experience in Facebook Advertising including using Power Editor & Ads Manager to deliver campaign content.
- Experience using Salesforce Social Studio & Google Analytics would be a bonus.
- Please email [chris@altshift.com.au](mailto:chris@altshift.com.au), we look forward to hearing from you!