



# SEAROAD FERRIES

## Job Description

Key Position Information	
Job Title Digital Communications Coordinator	
Reports to Marketing Manager	Positions Reporting to this one Nil
Department Administration	Location Queenscliff, Victoria
FTE Full Time	Effective Date 1/4/2011

Job Purpose
<i>Why does the job exist? What is the significance of the job in terms of the company operations?</i>
<p>This position plays an important role in growing the exposure and engagement with Searoad Ferries. Coordinating all digital media and communications, this person is ultimately responsible for the growth of digital subscribers (CRM, email, Facebook, twitter etc) and ultimately driving the growth of patronage on the Sorrento-Queenscliff Ferry. This role has significant scope to create and develop new and interesting campaigns and initiatives which will drive engagement and patronage. This person will ultimately have strong design, digital and communication skills as they will be ultimately responsible for the public image of the company online.</p>

Areas of Responsibility	Key Performance Indicators	Weighting
Safety and Reliability	<ul style="list-style-type: none"> <li>Adhere to all company policy in regards to the safety and wellbeing of staff and customers.</li> <li>Ensure adherence to company policy and procedures</li> </ul>	10%
Excellent Experiences	<ul style="list-style-type: none"> <li>Ensure a high standard of communication</li> <li>Responsible for the companies online public image and selling the Ferry Experience</li> <li>Manage the follow up and communication regarding onboard events and promotions.</li> <li>Ensure the company message and image is clear and accurately portrayed externally</li> </ul>	20%
Continuous Improvement	<ul style="list-style-type: none"> <li>Give regular feedback to management on how processes and systems can be improved</li> <li>Work with staff to develop skills and knowledge in customer service, communication and marketing</li> <li>Develop new initiatives to improve the customer experience through technology.</li> <li>Develop new ways to communicate the ferry experience</li> </ul>	30%

Areas of Responsibility	Key Performance Indicators	Weighting
Value Add	<ul style="list-style-type: none"> <li>• Work to enhance the Understand what the customer wishes to receive for the price of their ticket – not just getting from A to B</li> <li>• Develop initiatives to engage with the customer with the ferry service and throughout their time on board the vessel.</li> <li>• Work to enhance the customer perception of the ferry experience through integration with digital mediums</li> </ul>	30%
Financial Integrity	<ul style="list-style-type: none"> <li>• Ensure the highest levels of scrutiny and responsibility are maintained.</li> <li>• Manage all costs within the allocated operational budget</li> </ul>	10%

Key relationships	
Internal	Ferry Crew – Masters, Mates, Engineers and GPHs Maintenance Staff Operational staff Employees within other departments Management team members
External	IT Contractors Graphic Designers Ferry customers Government bodies, Transport, Parks Victoria Advertising bodies Other tourism Operators

Required Credentials	
Qualifications	ESSENTIAL <ul style="list-style-type: none"> <li>• A formal Qualification in marketing, PR or Communication</li> </ul> DESIRABLE <ul style="list-style-type: none"> <li>• A higher qualification in administration, marketing or administration</li> </ul>
Knowledge	ESSENTIAL <ul style="list-style-type: none"> <li>• Detailed understanding of digital communications.</li> <li>• Design and production of communications.</li> <li>• Understanding of digital measurement techniques (Google analytic etc)</li> </ul> DESIRABLE <ul style="list-style-type: none"> <li>• A working knowledge of tourism or passenger transport</li> <li>• Knowledge of latests methods of communication and customer engagement e.g social media etc</li> <li>• Adobe Creative Suite experience.</li> <li>• HTML desirable.</li> <li>• Video/audio software desirable.</li> <li>• Excel, Word, PowerPoint (or mac equivalent)</li> </ul>

## Required Credentials

Experience	<p><b>ESSENTIAL</b></p> <ul style="list-style-type: none"> <li>• A previous communications role in on-line development, marketing or similar role.</li> <li>• Experience in the use of an online CMS.</li> <li>• Working under pressure with competing deadlines.</li> <li>• Working as part of a team.</li> <li>• Digital video/audio content desirable.</li> <li>• Experience in writing web content.</li> </ul> <p><b>DESIRABLE</b></p> <ul style="list-style-type: none"> <li>• Working with retail or ticketing computer systems</li> <li>• in Graphic design and the use of the Adobe Suite</li> <li>• Experience within the tourism or passenger transport sectors</li> </ul>
Qualities	<p><b>ESSENTIAL</b></p> <ul style="list-style-type: none"> <li>• Ability to communicate clearly and effectively.</li> <li>• Sound planning and organizational capabilities.</li> <li>• Strong team player.</li> <li>• Numerate and analytical.</li> <li>• Strong English and creative abilities.</li> <li>• The ability to work as part of a team</li> <li>• A professional image</li> <li>• The ability to interact and maintain positive relationships with all staff</li> <li>• A high level of customer service</li> <li>• Punctual, reliable and flexible</li> <li>• The ability to work under pressure</li> </ul> <p><b>DESIRABLE</b></p> <ul style="list-style-type: none"> <li>• A practical and problem solving outlook when completing tasks</li> </ul>

## Duties

Major Duties	<ul style="list-style-type: none"> <li>• Maintenance and development of our website and intranet including writing content, making regular updates and liaison with our web developers</li> <li>• Design, coordination and monitoring of all our digital communications, including email marketing</li> <li>• Perform analytics and produce reports to aid decision making and enhance communications</li> <li>• Assisting in the development &amp; implementation of the annual marketing plan with a focus on the development of dedicated online marketing strategies.</li> <li>• Conducting Market Research</li> <li>• Coordinate &amp; implement Marketing campaigns</li> <li>• Develop social media strategies &amp; content</li> <li>• Measuring the effectiveness of marketing campaigns, email direct marketing, social networking, promotions &amp; special events – recommending improvement strategies where needed</li> <li>• Deliver reporting &amp; post implementation reviews to ensure continual improvement of digital marketing campaigns</li> <li>• Monitor website &amp; social media analytics</li> <li>• Prepare monthly reports for the Marketing Manager/CEO</li> <li>• Write and collate the Staff newsletter and customer eNews</li> <li>• Ensure a thinking, customer focussed approach to all tasks</li> </ul>
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## Duties

### General Duties

- Problem solve
- Ensure financial compliance
- Ensure a seamless and professional public image of the company