

# ORCHARD MARKETING

## SOCIAL MEDIA MANAGER

### JOB DESCRIPTION



- Join one of Sydney's leading creative technology agencies
- Based in Pyrmont, Sydney and New York
- A chance to work with blue chip brands and produce world-class work

#### THE OPPORTUNITY

Orchard is one of the fastest growing full-service agencies in Australia. We work with several leading client brands such as Electrolux, Hyundai, BT, Zoetis and Bayer to develop and execute digital and comms strategies.

We're currently on the lookout for a talented and energetic Social Media Manager to be a part of the planned growth in the Orchard social media team. Within this role, you'll have the chance to grow and become a key member of the department over time.

Orchard offers a great working environment, all the frills and perks you'd expect from an agency and the necessary support and training you need to become a rock star digital specialist. We have an amazing team of smart and fun people who can't wait to meet you!

#### KEY FUNCTIONS OF THE ROLE

The Social Media Manager will work with the Social Strategist and will be responsible for day-to-day management of client agency channels. Alongside community management and content development (80%) the role will contribute to social concept and copy development (20%). The Social Media Manager will report into the Head of Strategy and will be part of Orchard's cross-functional strategy team (including social, data, UX, and comms planning).

#### SPECIFIC DUTIES

In this role, you'll be expected to:

- 1) Post relevant content in accordance with approved content calendars
- 2) Review user generated comments and posts in a quick and timely manner
- 3) Respond to comments, when appropriate, in order to foster a positive community and add value to the user's experience
- 4) Enforce the Social Media Guidelines as defined by the brand
- 5) Escalate where appropriate, to internal and client stakeholders
- 6) Create and maintain content calendars
- 7) Brief designers and/or copywriters on content to be created
- 8) Produce community management guidelines, process and response documents
- 9) Write copy for all social channels as well as copy for additional projects such as newsletters, blogs etc.
- 10) Manage small projects and maintenance tasks where relevant
- 11) Assist in completing work in progress (WIP) documents
- 12) Assist in completing administrative tasks
- 13) Develop strong working relationships with the Orchard team and its suppliers
- 14) Identify research and communicate new social media trends to the team
- 15) Assist with creation, conception, and presentation of social media ideas
- 16) Utilise social listening tools like Salesforce Social Studio and Dialogix to identify trends and relevant actions
- 17) Summarize insights and conversations to create actionable, client-facing reports that lead to optimisation or additional projects
- 18) Demonstrate exceptional written and verbal communication skills

[www.orchard.com.au](http://www.orchard.com.au)

<http://www.linkedin.com/company/orchard-marketing>

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But, culture is as important to us as the work we do! So we also want you to:

- Show a strong commitment to Orchard's core values (Integrity, Collaboration and Curiosity)
- Embrace and respect Orchard's community and environmental responsibilities
- Have 1-2 years' experience in social monitoring and content generation capacity (agency or client side)
- Applicants **MUST** have the right to work within Australia.

#### **A LITTLE ABOUT ORCHARD**

We are a creative technology agency, and part of leading global network Eero. We strive to invent better in the work we produce for our clients, fusing art and science to grow our client's businesses. We work with several leading client brands such as Electrolux, Hyundai, BT, Zoetis and Bayer to name a few.

Invent Better are two little words that define our big approach. It's a belief that creative technology solutions are the key to winning in today's digital age, and it's a formula that challenges us to engage with our clients in a way that encourages us all to push that little bit further every time.

It's this passion and approach that has made us one of Australia's leading creative technology agencies.

#### **INTERESTED?**

If this role sounds right for you, please email your CV or LinkedIn profile to [jobs@orchard.com.au](mailto:jobs@orchard.com.au) and we will arrange a coffee and a chat!