

POSITION DESCRIPTION

Title of Position: Digital Communications Coordinator (full-time, permanent)

Reporting to: Communication Manager

Location: Adelaide (Waite Campus)

Overview:

The Digital Communications Coordinator is responsible for driving the AWRI's digital channels, social media presence and content delivery to increase awareness, engagement and participation across the Australian grape and wine industry.

The role is responsible for the day-to-day management and optimisation of AWRI digital channels, including social media, websites, email and digital campaigns. A key focus is growing AWRI's digital reach and engagement with grape and wine industry members, ensuring AWRI knowledge, resources, services, events and expertise are accessible and relevant to industry audiences nationally.

Working closely with the Communications Manager, AWRI technical specialists, researchers and other internal teams, the role will translate complex scientific, technical and industry information into clear, engaging and audience-focused digital content.

The position will use audience insights, analytics and digital trends to continually improve the performance of AWRI's digital channels and content. The role will also contribute to the implementation of broader AWRI communications and engagement strategies as directed by the Communications Manager.

Qualifications:

Relevant degree or qualification in Marketing, Communications, Digital Media or a related field.

Experience:

Essential

- At least five years' experience in digital marketing, content marketing, social media, communications or a related creative/brand-focused role.
- Demonstrated experience developing and delivering digital content and social media strategies.
- Strong copywriting and content creation skills, with the ability to communicate complex technical or scientific information in simple, clear and engaging language.
- Strong understanding of social media platforms, including Meta, LinkedIn and other relevant channels.
- Experience using digital marketing and analytics tools including Meta Business Suite, Google Analytics, Google Ads, SEO and CRM platforms.
- Demonstrated ability to use analytics and audience insights to evaluate content performance and inform future content and channel activity.
- Excellent organisational skills and the ability to manage multiple projects and deadlines while maintaining a high standard of work.

Desirable

- Experience working within the grape and wine, agriculture, food, beverage or other technical/scientific industries.
- Experience with video production and editing, photography or other visual content creation.
- Experience with CRM, email marketing and marketing automation.

Principal Accountabilities:

The principal accountabilities associated with the Digital Communications Coordinator role include:

1. Lead the day-to-day delivery of AWRI's digital content and channels, ensuring content is timely, relevant, engaging and aligned with the organisation's communications strategy.
2. Manage AWRI's social media channels, including content planning, creation, scheduling, publishing, community management, monitoring and ongoing optimisation.
3. Drive digital audience growth among Australian grape and wine industry members, identifying opportunities to increase awareness, engagement and participation across regional and interstate audiences.
4. Create high-quality, engaging digital content, including social media posts, short-form video, articles, digital campaigns, advertisements, webinars, graphics and other multimedia content.
5. Translate technical, scientific and industry information into accessible digital content that is relevant and engaging to grape and wine industry audiences.
6. Manage and optimise AWRI websites, ensuring content is current, accessible, user-friendly and SEO-friendly, and contributes to increased engagement and desired user actions.
7. Develop, in consultation with the Communications Manager, and deliver email and digital campaigns to increase audience engagement, participation, conversion and retention, including audience segmentation and targeted messaging where appropriate.
8. Use digital analytics and audience insights to measure performance, including reach, engagement, audience growth, website traffic, campaign performance and conversion.
9. Prepare regular digital performance reporting for the Communications Manager, providing insights and recommendations to improve content, campaigns and channel performance.
10. Work closely with the Communications Manager to implement AWRI's communications strategy, providing specialist digital and social media expertise and advice.
11. Support the development of campaign and communications assets, ensuring consistency of messaging and visual presentation across digital channels.
12. Stay up to date with digital marketing tools and trends to drive continuous improvement.
13. Promote the general well-being of the AWRI by ensuring that all contact with clients, staff or the public is performed in a professional and confidential manner.
14. Undertake other duties as directed by the Communications Manager or the Managing Director.
15. Accept that all intellectual property, patents and discovery arising during the course of employment remain the property of the employer organisation.

Person Specification:

1. Strong digital communications and social media expertise, with a demonstrated ability to develop and deliver content that grows reach, engagement and digital audiences.
2. Excellent written and verbal communication skills, with the ability to translate complex scientific, technical or industry information into clear, compelling and audience-focused content.

3. Strong content creation capability, including copywriting, social media, digital advertising, video and visual content, with proficiency in tools such as Adobe Creative Suite, Canva and relevant video/editing applications.
4. Strong analytical capability, with the ability to interpret digital and social media data, identify insights and use performance information to improve content and campaign outcomes.
5. Strong stakeholder management and collaboration skills, with the ability to work effectively with technical experts, researchers and colleagues across a multi-disciplinary organisation.
6. A commitment to continuous improvement, including staying current with digital platforms, content formats, audience trends, technology and emerging opportunities to improve digital engagement.

Workplace Health and Safety Responsibilities:

Employees and students must take reasonable care to protect their own health and safety, and have responsibilities to:

1. Ensure that they do not increase the risk to the health, safety or welfare of others through any act or omission.
2. Obey reasonable instructions that are designed to protect their health, safety and welfare.
3. Use, in the appropriate manner, equipment that is provided to protect their health, safety or welfare.
4. Not wilfully interfere with, or misuse, items or facilities provided in the interest of health, safety or welfare of employees.
5. Ensure that they are not affected by alcohol or any other drug to such an extent that they endanger themselves or others.
6. Report promptly, any hazards, incidents or injuries to their Manager/Team Leader.