

Vacancy: Digital Media Coordinator

Embury is looking for a **Digital Media Coordinator** for the **Durban Head Office Team**.

Key Role and Objective

We are looking for a driven Social Media Specialist to attract and interact with targeted virtual communities and networks users. The strategic goal is for the Social Media Coordinator to gradually achieve superior customer engagement and intimacy, website traffic and revenue by strategically exploiting all aspects of the social media marketing roadmap. This is a specialist role and this individual must have a solid understanding of how each social media channel works and how to optimize content so that it is engaging on those channels. The Social Media Coordinator must be responsive and agile with a strong customer service focus. This individual will be responsible for SEO and AdWords buying and should therefore be possessed of a proven track record in this area.

Roles and responsibilities:

- ✓ Creating high-quality original written and visual content for a social media campaign.
- ✓ Expand the social media presence for the institution.
- ✓ Coaching employees company-wide on content creation and social media best practices.
- ✓ Running company social media advertising campaigns, geotargeting and spend.
- ✓ Overseeing customer service provided via social media.
- ✓ Monitoring company brand and building brand awareness on social media.
- ✓ Analysing and reporting relevant data.
- ✓ Responding to comments on social media.
- ✓ Engaging influencers to interact with the institution
- ✓ Community Management
- ✓ Able to develop the right voice for each social media platform.
- ✓ Execute tests, collect and analyse data and results, identify trends and insights to achieve maximum ROI in paid search campaigns
- ✓ Track, report, and analyse website analytics and PPC initiatives and campaigns
- ✓ Manage campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies.
- ✓ Optimize copy and landing pages for search engine marketing
- ✓ Perform ongoing keyword discovery, expansion and optimization
- ✓ Research and implement search engine optimization recommendations
- ✓ Research and analyse competitor advertising links
- ✓ Develop and implement link building strategy
- ✓ Work with the digital agency to ensure SEO best practices are properly implemented on newly developed code
- ✓ Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords



Job requirements:

- ✓ Related qualification with additional digital certifications advantageous.
- ✓ Previous experience in a similar position

Required skills and behaviours:

- ✓ Excellent communication and networking skills.
- ✓ Business-focused with a passion for academic excellence.
- ✓ Focus on customer service.
- ✓ Excellent organisational and problem-solving skills.
- ✓ Excellent knowledge of the higher education environment.
- ✓ Target driven.
- ✓ Agile and responsive
- ✓ Driven self-starter
- ✓ Able to work effectively in a team environment

Interested applicants are to e-mail a letter of application together with a CV of no more than 3 pages to hr@embury.ac.za

Closing date: 07 June 2019

**NO TELEPHONIC ENQUIRIES will be entertained.
Only short listed candidates will be contacted.
Embury reserves the right to not fill this position.**