



POSITION TITLE: Digital Communications Coordinator

LAST UPDATED: February 2019

LOCATION: Canberra, ACT

Ready to join a transformational team working at the forefront of location data intelligence? It's an exciting time to be part of the growing PSMA team, operating in a fast-paced entrepreneurial environment.

ABOUT THE ROLE

The Digital Communications Coordinator works within the Customer Experience Squad. The Squad's mission is to lead and enable PSMA Australia and the industry solutions squads to deliver and sustain exemplary, consistent experiences that drive customer growth, loyalty and satisfaction. You will help deliver that mission with responsibilities that include:

- Managing the social media publishing calendar in support of business objectives and in coordination with other digital and non-digital communications
- Creating and re-purposing written and digital content and publishing on PSMA's social media channels and web properties to help propagate our stories
- Creating and managing PSMA's digital assets library
- Building internal relationships to chase down a story and maximise content creation opportunities
- Assisting in the execution of email campaigns to support broader marketing, communications and customer experience objectives
- Monitoring social media activity relevant to PSMA's product market and partners, and amplifying that through PSMA's channels, where appropriate
- Liaising with external creative resources including graphic designers, writers and agency personnel, where necessary
- Assisting with event logistics to maximise promotional opportunities for PSMA

WHO WE'RE LOOKING FOR: ATTRIBUTES

We need a self-motivated, enthusiastic individual, who takes initiative and works effectively as part of a team. You'll be a creative and innovative thinker, with good listening and negotiating skills.

From your first day, you'll bring:

- An insatiable professional curiosity and ability to learn new skills
- A positive can-do attitude and integrity in your decision making
- A focus on accuracy, effectiveness and timeliness in carrying out all duties
- The ability to manage work with initiative and leadership
- Reliable and flexible approaches to workload and deadlines

- A collaborative and respectful approach to your dealings with colleagues, customers and suppliers.

Importantly, you'll be a role model of PSMA values and enhance our already impressive [team culture](#).

WHO WE'RE LOOKING FOR: SKILLS

- 1-3 years' experience in a digital communications coordinator role, or similar
- Exceptional writing, editing and organisational skills, with excellent attention to detail
- Digitally-savvy and experienced in using digital tools and channels for customer engagement, especially social media (experience with Pardot would be an advantage)
- Base-level skills in photography, image editing, and short video and audio production and editing to support digital content creation and publishing
- Ability to translate technical language into plain English
- Experience in managing website content
- Experience in managing the delivery of own work to editorial deadlines in a fast-paced environment
- Undergraduate degree in communications, public relations or similar

PSMA: JOIN OUR TEAM OF INNOVATORS

Data was once an abstract idea. Today it's woven through our lives, linking the physical and the digital, informing the choices we make in rapidly evolving social and geographical landscapes.

PSMA Australia is a trusted source of accessible location data, and an independent and self-funded company owned by the governments of Australia.

Promoting innovation is our cause. In the data-driven economy, our data powers new technologies, products and processes, improves productivity and stimulates economic growth. We help create connections between people and place by providing fundamental infrastructure for a digital world.

With a history of collaboration and a culture of shared thinking, we push beyond what we know today to approach new challenges with a fresh perspective.

The result? For businesses and governments, the data required to make better decisions. For our people, the chance to build a meaningful career solving real-world problems.

Are you ready to join us?

Our Values

- **Passionate about people.** We're passionate about making a difference and putting people first in the decisions we make.
- **Proven knowledge.** We have a continual thirst for knowledge, experts who are always looking to learn.
- **A leader's mindset.** We're agile and nimble, leading the way, through our innovative and creative thinking.
- **Respectful collaborators.** We're respectful, optimistic and encouraging, celebrating diverse backgrounds and perspectives.