

Multi Media & Communications Supervisor

Cronulla NSW

Sept 2021

We are seeking an enthusiastic creative communications marketer with a sound understanding of all media including digital channels to join our team as our communications guru.

Your aim will be to engage all forms of communications including digital signage, MMS, EDMs, playing a critical role in shaping our Shire Optometrists story and amplifying the voice of our brand. With a particular focus on interaction with our substantial databases and including social media, the role is responsible for content planning, social campaigns, and community engagement aided by the professionals within our four practices. Our suppliers will be able provide you with a rich supply of both clinical and retail assets to be integrated with our own practice personality to announce and identify our skills, product ranges and availability across a diverse demographic and socio-economic community in the focal precinct of the Sutherland Shire

The target is to assist in retaining clients and neutralize competitive marketing and attract new patients to our practices.

Click Link here to Download to... Detailed Position Description.

To apply, please submit your application & CV to admin@shireoptoms.com.au



Detailed Position Description

Position Title	Multi Media & Communication Supervisor
Report To	Partners
Hours	25-38 hrs per week
Commencement	September 2021
Location	Head office -Cronulla

Shire Optometrists

Are an independent, privately owned group of 4 Optometry practices located in the Sutherland Shire, at Cronulla, Gymea, Jannali & Illawong. We encourage multicultural engagement and diversity and are respectful of our first nations shared history with the Dharawal community and Gweagal clan, the traditional owners of our land.

Details

- Shire Optometrists has its origins in 1953. We are both clinically focused and retail savvy and responsible members of our local community
- We are fully accredited members of Optometry Australia, Australian College of Optical Dispensers and accredited 5 Star Members of Eyecare Plus.
- We are accredited with all major health funds and online bookings with My Health 1st and have excellent channels with local professionals including GP's & Ophthalmologists.
- We expect that the successful candidate will have detailed knowledge of the range of communications and media solutions and appropriate knowledge of suitable media programs for customised image modifications and distribution across all media available.
- We will expect that applicant will be self-motivated to continue to evolve with the support of our well experienced partners and hands on team members.
- We expect that you will enjoy bright positive staff & client interaction and communication with fellow staff and critical assessment of the success of each undertaking.
- We encourage each team member to strive to provide exceptional customer service by maintaining a bright communicative retail disposition and an individualised customer journey.
- Practice working hours are 9:00am to 5:30pm Monday to Friday and 9am to 1pm on Saturday. We are closed Sundays and Bank Holidays, offering greater freedom for work-life balance.
- This role will be for approximately 25-38 hours per week depending on a mutually agreeable schedule.
- As an exceptional creative writer and digital storyteller you will play a critical role in shaping our Shire Optometrists story and amplifying the voice of our brand with a positive and proactive can-do attitude.
- We stock an enormous and diverse, evolving range of retail optical solutions from high fashion, vocational & lifestyle choices to the competitive package deals.

You will become an integral part of a team of optical professionals striving to ensure every customer receives exceptional clinical care and customer service.

The successful candidate will be expected to work to the highest professional standards and contribute to the continued success of our practices and bring their positive personality to the practice while working alongside experienced colleagues.

This is a once in a while, exciting, fast moving with a diverse balance of clinical and retail based elements and career type position. A very attractive remuneration package (with potential incentives) in a great fresh work environment with motivated team members and partners awaits the successful candidate.

Key responsibilities

Social Media

Implementation of social media content

Direct communications with our extensive clients lists regarding a wide range of clinical and retail topics

Implement strategies to grow and encourage audiences across all social media channels

Devise and implement targeted social media campaigns to achieve set objectives

Develop and maintain and implement the social media content plan

Directly manage online communities and facilitate a dynamic, responsive online profile for Shire Optometrists

Identify and attract google visibility including positive reviews (and other platforms such as white coat).

Copy & Content

Primary creative writer for all social, email and the web

Contribute to the planning and creation of all forms of digital content including video, photographic content under the objectives of the partners

Email/ Reminders

Create the planning creation and distribution of all email contribution including a quarterly newsletter to our clients

Plan strategies to deliver customer retention loyalty and revenue targets

Ensure that the database is segmented effectively, generate e-lists for marketing and fund raising campaigns.

Identify opportunities for acquiring new subscribers via onsite activations competitions and social media challenges

Web

Day to day management of our website including content management, scheduling, testing tagging and tracking

Apply the best practices across the website as related to user experience, SEO and content optimization.

Signage & Stationary

Produce relevant and evolving stationary

Awning, A frames, Building Façade, Window Stickers, Rear of Premises, Flags

Lightboxes, Vouches, Creative Cards

Tracking & Reporting

Manage and Review KPI's in combination with the partners

Construct, produce and maintain and disseminate monthly reports covering relevant Medias

Key Performance Measures

Quality of working relationships with fellow staff motivation of staff contribution

Demonstrated commitment to creativity and innovation

Engagement of growth targets across, social. Web, and email resulting with bums on seats

Manage a communications budget

Key Internal Relationships such as with GP's and Ophthalmology and other professionals

Key External Relationships with our suppliers

You will Have

Exceptional and creative writing skills for digital channels

A flair for social media with in depth knowledge of the latest platforms, tools and best practices

A good understanding of the full digital channel mix, encompassing functionality, content and principles and analytics

Exceptional organisational skills and the ability to manage planned multiple tasks

Motivation and passion to drive results

A creative eye and instinct for great content

Strong analytical skills that can draw insights from data

Excellent interpersonal and communication skills

Excellent attention to detail

A passion for community care

An evolving passion for digital with high awareness of digital trends and technology.

Essential Criteria

We expect this to be a long term career position based on reliability and results

Experience writing digital content with a strong and consistent tone of voice to engage audiences both within our databases and to activate new clients

A track record of creating and implementing innovative social media campaigns

A track record of developing and managing a content calendar for all campaigns

Hands on experience managing online communities

Hands on experience working with website content management platforms and email platforms

A flexible approach to working hours

Tertiary qualifications in marketing, communication or related discipline will be an asset.