



SOCIAL MEDIA AND VISUAL CONTENT COORDINATOR

Australian Sustainable Hardwoods (ASH) is a privately owned advanced timber manufacturer, located in Heyfield, Victoria employing over 200 people. We are the largest vertically integrated hardwood manufacturer in Australia. ASH is going through a period of dynamic growth and as a result we are seeking a Social Media and Visual Content Coordinator to join our marketing department.

We are looking for a highly skilled and innovative social media professional to bolster our marketing team. As a vital part of ASH's marketing strategy, this role will be responsible for developing and executing a comprehensive social media strategy across multiple platforms that align with the company's goals plus drives success and return on investment.

The ideal candidate will possess a blend of creative flair, ability to create visual content, strategic thinking and a deep understanding of social media trends. We're seeking someone who can harness the power of social media to elevate our brand's online presence and engagement, including paid advertising. This is an excellent opportunity to join a business with a growth mindset. Reporting to the National Business Development Manager, responsibilities of the role will include:

- Develop and implement ongoing social media strategy.
- Managing the company's suite of social media accounts.
- Crafting engaging photographic and video content.
- Analysing performance metrics and adapting.
- Overseeing social media paid advertising through META and Google Ads
- Contributing to SEO & SEM management.
- Identifying new areas of social media growth.
- Managing the company's Google Business profiles.

To be successful in this role it is desirable that you have:

- At least 2-3 years' experience in a similar social media marketing role.
- Proven experience managing and elevating brand awareness through social media channels.
- Strong understanding and experience managing paid advertising.
- Understanding and experience managing SEO and SEM.
- Experience using Google Analytics and confident analysing data.
- Knack for identifying the type of content that will resonate with a professional audience.
- Excellent people, interpersonal and organisational skills.
- Good communication skills both written and verbal.
- A high level of attention to detail.
- Ability to work well autonomously and within a team.
- A current Victorian Drivers Licence.
- Ability to be located in Heyfield or Melbourne offices. (Remote/WFH options available for the right candidate however regular travel to the head office in Heyfield is required.)

The position offers an attractive salary and additional superannuation contributions. For more information about the role please email katy.mason@ash.com.au. To apply please email your CV and cover letter to hr@ash.com.au.