



MARKETING & SOCIAL MEDIA MANAGER

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Company Overview

[TuShare.com](https://tushare.com) is a website that lets us share the things we no longer need with our friends and neighbours. It saves money, reduces clutter and is good for the planet. We believe that people are naturally generous and love to help each other. And the easier it is to share, the more people will do it. That's why TuShare is a great solution that makes giving items away and finding those you need as safe and easy as possible.

Position Summary

The Marketing and Social Media Manager is responsible for driving day to day marketing activity for TuShare, and enhancing the reputation of the organisation through the innovative use of all digital and social media activities.

Responsibilities

This role includes responsibility for both reactive member conversations, and proactive campaign management. This individual will work with TuShare partners, sponsors and suppliers to coordinate events, PR activity and develop brand enhancing creative campaigns. It also includes ongoing monitoring of content and community management on social media platforms.

The Manager will be responsible for developing communicating on behalf of TuShare and also developing a consistent tone and manner. The Manager will execute marketing campaigns, social media strategies, monitor and respond to all posts on TuShare social media platforms, and oversee ongoing social media measurement and improvement in line with best practise.

The Manager will also work with Community Curators: volunteers who are actively trying to connect people to items available on TuShare and providing feedback and support to the TuShare service and community.

You are an energetic and motivated self-starter who prides themselves on professionalism and high standards. You are able to act independently but also work well in a team environment, and are able to finish what you start. You are across new and innovative technologies and social media best practice and are passionate about generating creative ways for TuShare to communicate with members and position itself.

Marketing & Communications

- Manage TuShare marketing activities on a daily basis.
- Devise and implement PR and Marketing campaigns that will raise awareness, drive traffic and increase brand advocacy.
- Ensure consistency of TuShare brand and messages.
- Graphic design capability for marketing and digital activities.
- Identify opportunities to use digital communication to convey messages to



	<p>external stakeholders.</p> <ul style="list-style-type: none"> • Support partners and TuShare aligned organisations. • Ensure best practices and guidelines are adhered to. • Provide data and reports on activity. • Drive and manage feedback and evaluation. • Identify opportunities (technology, trends etc.) that could benefit TuShare. • Incorporate management feedback into strategy where appropriate. • Provide communication advice to management.
Social Media	<ul style="list-style-type: none"> • Manage TuShare social media sites (including Facebook, Twitter, YouTube, Flickr, Forums and blogs) on a daily basis. • Manage the social media conversation calendar. • Manage posts and monitor and respond to posts. • Proactively look for content gaps and promote the use of social media channels.
Community Curators	<ul style="list-style-type: none"> • Manage Community Curators and brand advocates. • Develop and run training on social media platforms for curators, interns and volunteers. • Provide a central contact point for all questions or initiatives related to marketing & social media. • Provide advice and support for social media Managers and interns.
Site Traffic & Support	<ul style="list-style-type: none"> • Develop the digital communication strategy and identify new technologies to assist in engaging members and moving items. • Generate attention for items - source items to be given away, and seek homes for items on TuShare. • Curate TuShare 'Item Types' to add more popular items • Respond to member support requests. • Encourage participation in TuShare social media sites by providing guidance for effective engagement. • Respond to TuShare delivery requests • Follow up on delivery requests with postage company to ensure fulfilment
Crisis Management	<ul style="list-style-type: none"> • Closely monitor all activity and ensure systems and processes are in place to respond to, and mitigate risk from, emerging issues, escalating to management when appropriate. • Responsible for member communication on social media during a crisis.
Corporate Service Standard	<ul style="list-style-type: none"> • Set, maintain and review standards of personal member service offered with a focus on style, availability, timeliness of communication, quality of information prepared and channels of communication developed and maintained. • Monitor activity and contribute to the team's overall workload wherever required. • Contribute to team meetings, business planning and strategy sessions.



Policies in the workplace

- Work with due care and consideration to safeguard own health and safety and that of others.
- Ensure all visitors and contractors are aware of TuShare OHS guidelines, fire and other emergency information.
- Keep up-to-date with all relevant company safety information, policies, procedures and training.
- Look for opportunities in all communication to reinforce TuShare messages and beliefs.
- Comply with all responsibilities, authorities and accountabilities as required by TuShare.

Knowledge and Personal Specifications

<p>Knowledge:</p> <ul style="list-style-type: none"> • Demonstrated experience in leading and sustaining campaigns and building engagement with stakeholders. • Demonstrated interest and knowledge of Social Media, Communications, Digital Media (3 to 5 year's experience). • Strong written and oral skills • Ability to provide exceptional customer service • Excellent ability to consult, analyse issues and process information • Strong editorial and writing skills with an attention to detail • Demonstrated communication skills, both written and verbal <p>Desirable</p> <ul style="list-style-type: none"> • Graphic Design skills • Tertiary qualifications in Communication, Journalism, Marketing 	<p>Person:</p> <ul style="list-style-type: none"> • A Proactive, Positive 'Can-Do' Attitude • Highly motivated self-starter • Collaborative and open to learning new things • Confident • An ability to make decisions in a timely manner • Professional presentation • Proven organisational aptitude with emphasis on attention to detail • Strong interpersonal skills, self-motivation and a pro-active attitude • Ability to function effectively under pressure, manage various tasks concurrently, adhere to time lines • Ability to communicate effectively with people at all levels of the company • Ability to work independently and as part of a team • Strong interpersonal skills, self-motivation and a positive can-do attitude
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