

# Position Description

## Sunshades Eyewear

**COMPANY VISION:** 'We deliver confidence by fearlessly pioneering eyewear globally'

**COMPANY MISSION:**

- To be leading eyewear *innovators for profitable growth*.
- Transform for agility and continuous improvement.
- Trusted partners for collective success.

**OUR VALUES:**

We are:

- Solutions Driven
- Cooperative and Caring
- Confident, yet Humble

Driven by:

- Quality with urgency

Position Title:	<b>Digital &amp; Social Coordinator</b>
Reports To:	Ecommerce Manager

Current as at:	April 2024
Division:	Marketing

<b>DESCRIPTION OF ROLE</b>
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**Company Overview-** Sunshades is the premier manufacturer and distributor of eyewear in Australia and around the world, specialising in licensed designer brands such as Le Specs, Karen Walker, Orotan, Cancer Council, Gucci, Saint Laurent, and Balenciga. It is our goal to be admired nationally and internationally for our brands, our designs and our fun and professional approach to doing business. 'The Swiss are known for their watches, Italians for their Handbags, Australians will be known for their Sunglasses'.

As the Digital & Social Coordinator you will be part of a collaborative and dynamic team, supporting the Ecommerce Manager and Digital Marketing Specialist roles with Social, SEO, Email, Product Merchandising, as well as Ecommerce Projects support.

## Requirements and skills

Responsibility	Role Functions	Key Performance Indicators
<b>Organic Social</b>	<ul style="list-style-type: none"> <li>• Support Community Management across Sunshades multiple Instagram, Facebook and TikTok accounts</li> <li>• Organic social post content planning, creating and copywriting</li> <li>• Content creator outreach and gifting</li> <li>• Run periodic competitions</li> <li>• Support campaign launches and sale events</li> <li>• Stay across emerging social media trends</li> <li>• Maintain a consistent brand voice and image</li> </ul>	<ul style="list-style-type: none"> <li>- Timely responses to direct messages, tagging and product and celebrity features</li> <li>- Timely and accurate content planning and posts using social media planning tools</li> <li>- Timely completion of tasks</li> <li>- Recommending new and emerging social media content trends and content creators</li> </ul>
<b>Online Stores, Product &amp; Content</b>	<ul style="list-style-type: none"> <li>• Create and enrich online store products for on time launches</li> <li>• Product merchandising</li> <li>• Upload new content and manage info pages</li> <li>• Support conversion rate optimisation and customer experience improvements</li> <li>• Foursixty social tagging</li> <li>• Marketplace (Amazon, Catch) product replenishment and support</li> <li>• Ecommerce model shoot support</li> </ul>	<ul style="list-style-type: none"> <li>- Timely creation and launch of products</li> <li>- Online store content and information updates</li> <li>- Identify issue, errors and bugs</li> <li>- Ecommerce model shoot prep and organisation</li> </ul>
<b>Digital Marketing</b>	<ul style="list-style-type: none"> <li>• Support Search Engine Optimisation tasks to ensure websites are Google best practise</li> <li>• Email channel support, e.g. building and testing manual campaigns</li> </ul>	<ul style="list-style-type: none"> <li>- Attend SEO monthly WIP and timely completion of agency recommendations to improve website Google rankings</li> <li>- Timely completion of Email copy and content task as required by Digital Marketing Specialist</li> </ul>
<b>Reporting</b>	<ul style="list-style-type: none"> <li>• Pull basic reporting as needed for Digital Marketing, Ecommerce and Social Media</li> </ul>	<ul style="list-style-type: none"> <li>- Provides timely and accurate reports, and relevant recommendations and insights.</li> </ul>
<b>Communication, Teamwork and</b>	<ul style="list-style-type: none"> <li>• Develops strong working relationship with internal teams including Marketing, Design,</li> </ul>	<ul style="list-style-type: none"> <li>- Positive feedback and high levels of engagement from stakeholder group.</li> </ul>

<b>Stakeholder Management</b>	<p>Product Merchandising, Finance, Warehouse/Logistics.</p> <p><b>External Communication:</b></p> <ul style="list-style-type: none"> <li>• Clear, efficient and positive communication with external stakeholders, colleagues and customers.</li> </ul> <p><b>Internal Communication:</b></p> <ul style="list-style-type: none"> <li>• Clear and positive communication with all departments and relevant team members and leaders.</li> </ul>	<ul style="list-style-type: none"> <li>- Broader business engagement</li> </ul>
<b>Team Support</b>	<ul style="list-style-type: none"> <li>• Support the GM Marketing, Head of Digital &amp; Ecommerce, Ecommerce Manager and Digital Marketing Specialist with key launches, promotions, projects and customer experience initiatives, admin</li> <li>• Work collaboratively and seek support from relevant broader business team members</li> <li>• Customer Service contacts overflow</li> </ul>	<ul style="list-style-type: none"> <li>- Timely and accurate task completion.</li> <li>- Broader group objectives are embraced and implemented.</li> <li>- Positive relationships and collaboration demonstrated with team members.</li> </ul>

### Job Specific Competencies

- Bachelor's degree in Marketing, Communications, Fashion Management, or related field.
- 1-3 years experience in retail, preferably online stores and trading.
- Desire to kick start their digital marketing, social and ecommerce career with an amazing team and product.
- A focus fantastic customer experience and strong brand engagement.
- Social Media native with focus on Instagram, TikTok and great content creators.
- Ability to learn and adopt new platforms and tools quickly including Email Marketing (Klaviyo), Social Scheduling (Later), Shopify.
- Comfortable with data and using it to make recommendations and decisions.
- Excellent communication and writing skills with a keen eye for detail.
- Ability to work in a fast-paced environment and manage multiple projects simultaneously.
- A can-do and proactive attitude, ready to smash KPIs and targets.
- Exceptional problem-solving skills.
- Quality with urgency.

### Behavioural Competencies

**Customer Focus-** Making customers and their needs a primary focus of one's actions; developing and sustaining productive customer relationships.

**Planning and Organising-** Establishing courses of action for self and others to ensure that work is completed efficiently.

**Communication-** Clearly conveying information and ideas through a variety of media to individuals or groups in a manner that engages the audience and helps them understand and retain the message.

**Information Monitoring-** Setting up ongoing procedures and reporting to collect and review information needed to manage and optimise ecommerce and digital activities.

**Initiative-** Taking prompt action to accomplish objectives; taking action to achieve goals beyond what is required; being proactive.

**Innovation and Creativity-** Generating innovative solutions in work situations; trying different and novel ways to deal with work problems and opportunities.

**POSITION RELATIONSHIPS**

Manager:	Ecommerce Manager	Peers in Department:	Digital Marketing Specialist, Graphic Designer, Marketing Specialist, Customer Service Executive
Direct Reports:	None	Key Relationships: <i>(i.e. suppliers/clients)</i>	Digital and development agencies, Shopify, Meta and Facebook
Other Reporting Lines:	Head of Digital & Ecommerce		