

# TOURISM NORTH EAST

## Position Description: Ride High Country Social Media Coordinator

<b>Role</b>	Ride High Country Social Media Coordinator	<b>Area</b>	Marketing
<b>Type</b>	Casual / Initial 12 month term	<b>Start Date</b>	By agreement
<b>Reports to</b>	Creative Producer		
<b>Hours</b>	8-16 hours per week / possibly including weekends (by arrangement only)		
<b>Salary</b>	\$32 per hour + SUPER (12%)		
<b>Location</b>	Hybrid + in office: Tourism North East Office, Level 1, 19-23 Camp St, Beechworth		
<b>Enquiries</b>	info@tourismnortheast.com.au		

### ORGANISATION

Tourism North East (TNE) is the Visitor Economy Partnership (VEP) for Victoria's High Country, which encompasses the Shires of Alpine, Benalla, Indigo, Mansfield, Towong and Wangaratta, and the three major alpine resorts of Hotham, Falls Creek and Mt Buller. TNE is responsible for a broad range of strategic tourism based initiatives within this region including product development, regional marketing, industry development, investment facilitation, research and advocacy.

To both focus and maximise the effectiveness of TNE's efforts, all of the programs and initiatives that it delivers are associated with the region's five key product strengths: cycle tourism; food, wine and craft beer; snow; nature-based tourism; and arts and cultural heritage.

A key element of the TNE marketing strategy is to maintain effective and engaging social media channels that are best-in-class across all of Victoria's tourism regions.

### PURPOSE OF ROLE

Under the direction of the Creative Producer and Marketing Manager, the Social Media Coordinator assists with creating, scheduling and managing visitor focused content across Ride High Country's and Victoria's High Country's social media platforms, engaging with the online community, tracking basic analytics, and supporting overall marketing campaigns, focusing on building brand presence and driving engagement through on-brand posts, video, and graphics. They have a passion for cycling and are hands-on, tasked with learning new trends and supporting senior team members in a fast-paced environment.

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### POSITION OBJECTIVES

Help grow Ride High Country's and Victoria's High Country's digital presence, engagement and advocacy across **Instagram, TikTok, and Facebook**.

- **Content Creation:** Plan, film/capture, and edit engaging short-form cycling and other tourism videos that showcase our local cycling trails/routes/MTB parks, businesses, tourism activities, events, and scenery.
- **Trend Spotting:** Keep a pulse on what's trending and adapt those ideas to fit a cycling tourism and general tourism context quickly and effectively.
- **Basic Photography and Design:** Take photos and use tools like Canva and Adobe Creative Suite to create simple, on-brand graphics for stories and posts.
- **Community Management:** Monitor comments and DMs across all platforms. You'll be the "friendly local" answering questions, liking comments, and sparking conversations.
- **Strategy Alignment:** Work with our team to ensure posts help meet our marketing and campaign goals.

### Key performance requirements:

- **Posting output:** The planned number of posts, aligned to weighted stakeholder content, is achieved each quarter.
- **Reach:** Grow how many unique people are seeing our content.
- **Engagement:** Grow likes, saves, shares and comments on posts.
- **Followers:** Ensure a positive trend in our follower numbers.

### KEY RESPONSIBILITIES

The role is a blend of creativity and coordination. You will be responsible for the "pulse" of the High Country's digital presence, ensuring we are active, responsive, and constantly growing.

#### 1. Content Creation, Planning & Scheduling

Consistency is the secret to social media success. You will help maintain a professional content engine.

- **Content Creation:** Create original cycling and tourism video and image content for social feeds and Stories, aligned to the marketing strategies, channel priorities and best practice for achieving the KPIs.
- **Maintain the Content Calendar:** Plan and facilitate the weekly posting schedule across TikTok, Instagram, and Facebook to ensure a steady stream of content.
- **Multi-Platform Optimisation:** Tailor content for each platform (e.g., a high-energy TikTok might need a slightly different caption or format for a Facebook audience).
- **Platform Management:** Use scheduling tools (like Meta Business Suite) to queue posts in advance, ensuring our accounts remain active even on your "off" days.
- **Trend Integration:** Actively "listen" to social trends and music, pivoting the schedule to include timely, viral-style content that fits the Ride High Country and Victoria's High Country brands.

#### 2. Active Community Management

You are the "Host" of our digital community. Your goal is to make every follower feel seen and heard.

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- Monitor all channels to ensure comments and Direct Messages (DMs) are responded to promptly and professionally.
- Brand Voice: Reply to followers using a tone that is helpful, welcoming and knowledgeable, acting as a digital "tourist information officer."
- Proactive Engagement: Don't just wait for people to talk to us - proactively like/comment on posts from local businesses, travelers using our hashtags, and relevant influencers to build our network.
- Risk Management: Identify and escalate any negative comments, spam, trolls or scams to the manager before they become an issue.

### 3. Driving Growth & Achieving KPIs

Review the data to see what's working. You will be responsible for moving the needle on three core metrics:

- Maximizing Reach: Find and use "shareable" video hooks to ensure our content reaches as many new people as possible.
- Boosting Engagement: Create interactive content (such as polls, "This or That" stories, questions in captions) specifically designed to get people saving, sharing, and commenting.
- Follower Acquisition: Implement "Follow" triggers in your content—giving people a reason to hit that follow button so they don't miss out on what High Country has to offer.
- Reporting: Regular check-ins to share which post performed best and *why*, helping us refine our strategy for the following period.

### 4. Regional Representation

- On-the-Ground Capture: Spend time "in the field" visiting local trails/routes/MTB parks, landmarks, cafes, and hidden spots to gather raw footage.
- Asset Management: Keep your captured photos and videos organised so the team can access them for future marketing needs.

## KEY SELECTION CRITERIA

You don't need a degree or 5 years of experience. We value creativity, reliability, and a "can-do" attitude.

- **Social Native:** You have a deep, personal understanding of how Instagram, TikTok, and Facebook work, along with an awareness of their current evolutions.
- **Video Skills:** You can film/capture and edit engaging video content on your phone (Instagram Edits, CapCut, InShot, or native app editors).
- **A Visual Eye:** You can take appealing photos and understand basic design, such as composition, lighting, and "aesthetic" design.
- **Communication:** You have strong writing skills and can switch between a professional tone and a fun, social tone effortlessly. Your writing can be concise and emotive, as well as aligned to a set tone-of-voice.
- **A Passion for Cycling:** You have an authentic passion for cycling and bike culture, with good familiarity with at least one of the region's four main cycling disciplines (Mountain Bike, Road, Gravel and Rail Trail) and a willingness to learn across any you are less familiar with
- **Local Knowledge:** You are familiar with and genuinely love our region and want to see it thrive.

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### CRITICAL RELATIONSHIPS

#### Internal

- TNE Staff

#### External

- Tourism industry operators
- Local Council and Alpine Resort tourism and economic development staff

### CONDITIONS

- A six-month probation period will apply.
- Approved work related travel will be reimbursed including accommodation, meals, travel costs etc inline with Tourism North East's travel policy.
- Phone usage will be reimbursed inline with Tourism North East's mobile phone policy.
- While the position is based in the TNE Beechworth office, occasional travel around the region. The successful candidate will be required to hold a full drivers license and will be required to use their own vehicle.
- This role is not eligible for overtime.