



Dify Social Media Marketer – Position Description

We are looking to train university qualified, capable and confident emerging Marketers interested in the **Dify Social have fun, do good** way of social media marketing (audits, set-ups, planning, management & reporting) and be part of the **BNI Australia Givers Gain®** way of business networking & development.

Our company

OUR MISSION is to protect, build and grow our business clients using Dify Social's strategic model of social media marketing. OUR PURPOSE is to gain competitive advantages for our business clients using social media marketing tactics that include Facebook (& Instagram) advertising. OUR AIM overall is to **attract and retain more customers for our business clients** using social media to:

- PROTECT and build equity in their brand and business online and through social media websites
- DIFFERENTIATE their brand, business and representatives' online and on social media presence from their competitors (or threat of) and exemplify them for their umbrella of relationships
- "BE TOP OF MIND" with their target communities by exponentially increasing the number of communication 'touch points'
- INCREASE BUSINESS DEVELOPMENT opportunities using inbound content marketing tactics and proofing, to drive their target audience to explore their interest and engage via the social channels, website, phone, email and or the front door of 'bricks and mortar' businesses.

Responsibilities

If successful in your application, in the role you would

- Be trained and remunerated as a casual, for a minimum of six hours per week over a six+six week period; with hours apportioned between: virtual facilitated learning the Dify Social way of social media marketing, and online (or in-person) attendance at BNI business networking meetings in your region
- Prepare desktop audits & consult with interested small businesses' with regards to their online, website & social media 'gaps & opportunities'
- Set up and revise business customers' key social media (6) assets in an optimal and integrated manner
- Plan 'with and for' business customers' to build their relationship networks and, to determine: scheduling of their social media posts; their Facebook ads target audience/s; and confirm marketing, management and Facebook advertising tactics
- Manage on behalf of business customers: the scheduling of posts across social media channels; monitor social media channels; engage & share with, and of, strategic others, in particular on Facebook
- Write Facebook advertising copy & administer campaigns
- Respond to clients' ad hoc enquiries, including 'out of scope' requests.

Requirements

To be successful in this role you would

- have completed the three-month training period and met mutually agreed performance criteria
- attend weekly BNI meetings, speak with a marketer's authority and be confident in your ability to win new business
- love and understand the value and power of social media for small businesses
- be a person of high integrity and do what you say you will do
- be constantly learning to develop your knowledge and keep up with evolving social media opportunities and new technologies
- be social. Both online and off, with strong business and other community networks. You use: LinkedIn; Facebook; Instagram; Twitter; Google & YouTube
- have, or be progressing towards, higher-level qualifications in Marketing, Communications, Business, New Media or Public Relations - with a strong desire to work as Marketer i.e. to use your qualifications
- be professional and respectful, with excellent speaking, writing (your spelling & grammar is impeccable!), presentation and communication skills.