



SOCIAL MEDIA & COMMUNICATIONS COORDINATOR

ABOUT OC...

Ouwens Casserly is a dynamic & innovative property firm based in South Australia, selling more than 1000 homes a year and managing close to 1700 investment properties. Our vision is to be the most trusted and well-respected agency in SA, with the sole purpose of helping people to realise their dreams and aspirations through property.

OUR SUPPORT SYSTEMS...

Ouwens Casserly has developed a strong corporate structure, employing talented professionals to support our Sales and Property Management team, including:

- Sales Administration
- Property Management Administration
- Marketing and Digital
- Finance
- Operations and Systems
- Information Technology
- People & Culture

OTHER PERKS...

Along with our outstanding support team to get you set up for success, OC also offer:

- Structured and tailored induction and training programs
- OC's online Learning Management System (LMS)
- Flexibility and remote working opportunities
- Reward and Recognition Program
- OC's wellness program, including mindset sessions and access to our Employee Assistance Program
- A large community focus and participation with local charity organisations
- Regular team building sessions, guest speakers, and team celebrations

THE ROLE...

An opportunity exists for a Social Media and Communications Coordinator to join our CBD-based team in a 12-month contract.

With the objective to build and grow OC's digital brand within the South Australian market, in this role you will be primarily responsible for the execution of the brand's social media marketing strategy and the production of external communications. Specifically, the Social Media and Communications Coordinator is responsible for:

Social Media:

- Producing engaging content across a variety of social media platforms
- Developing and maintaining a social media content schedule in line with greater brand strategy
- Working across social media platforms to actively engage with, and respond to, inbox messages and comments/replies to story posts
- Working with the marketing team to ensure brand control across all divisions is upheld
- Liaising with OC staff members to create content featuring the OC team
- Coordinating videography campaigns relating to OC's directors

Communications:

- Blog & content production for the marketing team
- Thought leadership article creation
- Creation of Press Release articles when required
- Creation of industry award applications when required
- Coordinating with community groups to produce newsletters and other community marketing materials

ABOUT YOU...

To be successful in this role, you will ideally have:

- Qualifications in graphic design, digital marketing, or related discipline
- 3-5 years experience in a marketing, graphic design, or related discipline
- Full Adobe suite and Canva experience essential
- Advanced MS Office skills
- Facebook Ads Manager experience desirable
- HubSpot experience desirable

As an industry leader, Ouwens Casserly requires the successful candidate to have the ability to engage and connect with the company vision and reflect the company values of Authenticity, Optimism, Passion, and Precision. In return, you will be provided with a results and team-focused culture to work in, with industry training and career development opportunities.

TO APPLY...

If this sounds like an environment in which you feel you connect with the company vision and values, then we would love to meet you.

Please send your application to Astrid Hogg, People and Culture Coordinator – careers@ocre.com.au by COB Friday 3rd December 2021.