

Position Description – Digital Marketing Coordinator

Employment Type: Full-Time or Part-Time

Location: Wangaratta, Victoria

Reports To: Managing Director & General Manager

Salary Range: General Retail Industry Award

About The My Slice of Life Group

The My Slice of Life Group is a family-owned and operated business, proudly operating from beautiful Wangaratta for over 11 years. Our group includes four thriving entities:

- My Slice of Life
- My Slice of Lifestyle
- North East Homemakers Centre
- Carnivore Collective

As a rapidly growing business, we are excited to introduce a Digital Marketing Coordinator role to support our ongoing expansion and help elevate our online presence.

Position Summary

The Digital Marketing Coordinator will play a key role in developing and implementing effective digital marketing strategies across multiple brands. This is a dynamic, hands-on role that requires creativity, organisation, and a strong understanding of digital platforms.

You will be responsible for planning and executing marketing campaigns, managing websites, creating engaging content, and driving social media engagement to increase brand awareness and support business growth.

Key Responsibilities

1. Social Media Management

- Develop a monthly content calendar for all business social accounts, aligned with marketing campaigns and promotions.
- Create engaging and relevant content (video, reels, stories, posts) to drive organic growth and community engagement.
- Respond to comments, messages, and customer interactions in a timely, on-brand manner.
- Analyse social metrics and insights to inform future content and posting strategies.
- Coordinate promotional campaigns aligned with product launches and seasonal events.
- Use analytics tools to track campaign performance and optimise outcomes.
- Collaborate with internal teams to develop marketing messaging and timelines.- Stay up-to-date with platform algorithm changes, content trends, and new feature rollouts.

2. Content Creation

- Write compelling copy for social media, websites, EDMs (email newsletters), and print

when required.

- Create or coordinate visual content including photography, short videos, reels, and graphics.
- Assist in the production of promotional videos and behind-the-scenes brand content.
- Maintain consistent tone and branding across all content, tailored to the audience of each business unit.
- Support product launches, promotions, and in-store events through creative digital content.

3. Marketing Campaigns

- Develop and execute strategic digital marketing campaigns across email, social media, and online advertising platforms.
- Coordinate seasonal, promotional, and brand campaigns across the four business entities.
- Track and report on campaign performance using tools like Google Analytics, Meta Insights, and email marketing dashboards.
- Collaborate with internal stakeholders (e.g. store managers, product teams) to align messaging and objectives.
- Implement A/B testing to optimise campaign effectiveness.

4. Website Maintenance

- Manage and update website content across multiple platforms (e.g. Shopify, WordPress).
- Regularly update banners, product listings, blog content, and promotional pages.
- Ensure a consistent brand look and feel across all web pages and digital assets.
- Implement basic SEO practices such as keyword optimisation, meta descriptions, and internal linking.

Key Selection Criteria

1. Demonstrated experience in digital marketing strategy and execution.
2. Strong written communication and content creation skills.
3. Experience managing websites (WordPress) and applying SEO best practices.
4. Proficiency in managing and growing social media accounts for business.
6. Ability to manage multiple tasks, prioritise deadlines, and work autonomously.
7. Strong creative thinking and visual storytelling abilities.
8. Alignment with the values and vision of a family-owned, customer-focused business.

Benefits of Working With Us

- Competitive salary package
- Supportive, tight-knit team environment
- Work in a locally loved, growing business with strong community ties
- Engage with exciting and diverse product categories

How to Apply

Please submit your resume and a brief cover letter outlining your experience and addressing the key selection criteria to: Brent & Chelsea info@mysliceoflife.com.au