

Job Description: New Media Coordinator

Market: UK

Description of Role

The New Media Coordinator is primarily responsible for helping Way to Blue innovate and continue to blaze a trail in the application of social media in PR.

You will inject cutting-edge ideas into Way to Blue's proposals, pitches and campaigns, working closely with staff at all levels of the company to provide advice and assistance with innovative, creative new media ideas and applications.

You will be an active user of websites such as Facebook, Digg, Wikipedia, Twitter, and YouTube. You will help spread news and information about our campaigns through these channels as well as suggesting other sites to work with in the future.

You will be comfortable teaching and training other staff in how social media works, and how it can best be utilized in campaigns. You will also be responsible for making sure that publicists implement these methods in their campaigns.

You will update Way to Blue's commercial web sites each month, as well as disseminating important news and developments in social media to the whole company via newsletters and the intranet wiki.

You will also assist the IT department in projects as necessary, and the ideal candidate will be happy to help fix local machine faults and other requests for technical assistance.

You will actively seek out new revenue streams for the company, and increase billing for basic web design tasks, social media monitoring campaigns and any other miscellaneous social media tasks.

Main responsibilities

- To help make Way to Blue a more innovative company
- To back up current and future campaigns with social media methods
- To stay on the cutting edge of new technologies, applications and techniques and disseminate this information effectively within the company
- To increase usage and knowledge of timesaving applications among staff at Way to Blue
- To give Way to Blue a voice in the global conversation around Digital PR
- To help increase trade press coverage through social media initiatives
- To act as a backup IT support as necessary
- To explore new revenue streams for the company

New Media

- Remain on the cutting edge of social media developments across the world by reading selected RSS feeds every day
- Publish a fortnightly New Media Newsletter with the latest developments in social media
- Conduct monthly New Media presentations, filmed, on a variety of topics.
- Share Social Media knowledge out to our remote offices
- Assist publicists and account managers in increasing specialist/trade press coverage of our social media initiatives
- Work to utilize Way to Blue's Twitter account to best effect. This will help share our news with current and potential clients, as well as film fans worldwide.
- Launch and help to maintain a blog on the Way to Blue website

Assisting Publicists

- Enrich publicists in remote offices with social media knowledge
- Maintain systems, databases and templates to support campaigns
- Attend as many brainstorms as possible to help inject social media elements into campaigns
- Help publicists in all countries become more efficient at their tasks using Web 2.0 apps
- Assist publicists in getting coverage on blogs
- Answer questions and share knowledge as required by publicists

IT

- Update Way to Blue's commercial websites once a month
- Plan and deliver a proposal for a new set of commercial websites for Way to Blue
- Attend Tech Meetings as required
- Assist with local machine faults

New Revenue Streams

- Determine the company's proficiency at creating in-house new media applications (eg flash games, Google Earth layers, etc) and increase billing for this over time
- Increase billing in competition page/microsite/MySpace page construction and other HTML tasks
- Conduct social network profile monitoring campaigns as required
- Assist in launching a consumer database project to deliver trailers and other entertainment news to people who sign up for it

Person Specification

Knowledge & experience - Having spent time within internet communities is a must, as is knowledge of social networks, social bookmarking sites, virtual worlds, video sharing sites, microblogging services and wikis. A high standard of general computer proficiency is also a requirement, as is some experience of blogs and blogging.

It would also be advantageous to have experience with the following applications (in order of importance): HTML and CSS, Photoshop, Dreamweaver, Joomla, and ACT! Database. No direct PR experience is required, however a passion for film, music and games is crucial, and candidates who do have experience within PR or the entertainment industry will be at an advantage.

Education – Ideally educated to degree level

Key skills – Ability to work well with others; strong attention to detail; self starter; good presentation skills; highly polished communications skills; planning skills; very strong computer skills

Attributes & aptitudes – Creative; well organized, analytical and structured individual; early-adopter; passionate about innovation; passionate about the internet and online communities

Circumstances – Lifestyle and circumstances should allow for periods of travel, and commuting to the office daily is a requirement

Aspirations – Will have a passion for being a real force for innovation within a company, and desire to become a global voice in digital entertainment PR and social media