

Social Media and Content Coordinator – Role Description

Format Digital

Prepared by Alice Hicks, 21/04/2026

About The Role

We're excited to invite a new **Social Media and Content Coordinator** to join our team!

The **Social Media and Content Coordinator** will be responsible for supporting our Social Media and Content Managers to deliver our ongoing social media and marketing packages for clients. Operating in a fun and supportive environment, we are looking for an organised and proactive professional who is looking to learn and develop their social media and content skills.

The successful candidate will have a strong understanding of social media, a keen engagement in content creation, an awareness of social content trends and an innate sense of aesthetics and branding.

The ability to take direction, work to deadlines and juggle competing deadlines are critical skills required for this role.

Requirements:

- Either experience in a social media coordinator role, or qualification in marketing or media
- Ability to produce engaging content for social and digital, with support from managers
- Exceptional organisational skills and a keen eye for detail
- Proactive and positive approach to work

Beneficial but not essential:

- Experience working in an agency environment

- Video content creation, copywriting and email marketing skills (tools such as MailChimp, Klaviyo or Campaign Monitor)

Primary Responsibilities

Client Management

- Assisting managers to respond quickly and effectively to client queries and requests
- Building an understanding of client's business and drawing on this in executing the work

Social Media

Assisting managers in:

- Curation of social media feeds / posts for clients including image selection, copywriting and scheduling. This includes Google Posts, Instagram Stories and Reels.
- Updating business details on relevant accounts on behalf of clients where required. This includes updating business hours, profile details and managing Lnk.Bio.
- Outgoing community engagement from client accounts including commenting, liking and following potential followers.
- Outreach to, engagement and management of influencers and collaborators on behalf of clients.
- Management of enquiries and incoming engagement such as messages, reviews, comments and tagged content on behalf of clients.
- Analysis of client account performance and recommending strategic improvements.
- Preparation of monthly reports.

Digital Marketing

Assisting managers in:

- Drafting and scheduling of EDM communications on behalf of Format Clients.
- Accurate implementation of website content updates on behalf of Format Clients where required.
- Collaboration with our Campaign Manager to prepare and launch social media advertising campaigns where required

Creative Coordination

- Creating video and photo content on behalf on clients

Assisting managers in:

- Collaborating with our in-house content creator to ideate, brief and create video and photo content on behalf of clients
- Briefing, scheduling, coordinating and directing content shoots with external photography and videography suppliers.
- Collaborating with our social media advertising team to understand creative requirements and prepare shoot briefs for advertising content production
- Briefing, coordinating and managing influencers and content creators, ensuring delivery of agreed content

About Format Digital

Format Digital is a great place to work if you value variety, flexibility, and feeling close to client success. First and foremost, we are professional marketers and we love nothing more than delivering results for our clients, but we also think that work should be fun and meaningful.

We offer content, advertising, and strategic services to a diverse range of clients in industries such as:

- Hospitality
- Solar
- Health
- Education
- Research
- Wine
- Professional Services

At the end of the day, we just want to do great work, for businesses we love, while having a good time. If that sounds like you, we can't wait to meet you.

How To Apply

Please send your resume and a brief cover letter to hello@format.digital