

# Digital Communications And Insights Advisor

Transurban • Melbourne VIC 3004

 Base pay  
\$0 - \$0

 Work type  
Full Time

 Contract type  
Permanent

## Skills

DIGITAL CAMPAIGN

DIGITAL STRATEGY

ADVERTISING

## Full job description

Digital Communications and Insights Advisor Working collaboratively with the Victorian Government and the CPB Contractors John Holland Joint Venture, Transurban is delivering the \$6.7 billion West Gate Tunnel Project (WGTP). It will provide drivers with a much-needed alternative to the West Gate Bridge and additional lanes and smart technology on Melbournes critical M1 corridor. As the Digital Communications Advisor youll be responsible developing data-driven and meaningful digital communications content for the West Gate Tunnel Project and providing data and research insights. Youll work with Transurbans corporate social media and campaigns teams to provide data and research insights to ensure the WGTP has a strong digital and social media presence. The impact youll have: \* Develop and deliver data-driven, high quality written and visual digital content for our social media and digital platforms including video, photography, animation etc. \* Utilise digital data to understand how our digital communications are being received, identify opportunities and find ways to enhance our messaging and brand presence. \* Support the development and delivery of digital content calendars for WGTPs digital communications platforms in collaborate with the project partners. \* Administer social media processes and systems. Such as managing a social media enquiry database. \* Deliver expert reporting and analysis on key social media channels and digital platforms to enhance the digital strategy. The talents youll bring: \* Extensive experience in digital marketing or advertising with a strong focus on social media and delivering digital content such as video, photography, animation etc. \* Strong writing skills and the ability to tailor

## Job details

-  Date posted  
**11 Jun 2021**
-  Expired On  
**14 Jul 2021**
-  Category  
**Marketing & Advertising**
-  Occupation  
**Digital Search Marketing**
-  Base pay  
**\$0 - \$0**
-  Contract type  
**Permanent**
-  Work type  
**Full Time**
-  Job mode  
**Standard/Business hours**
-  Work Authorisation  
**AUSTRALIAN CITIZEN / PERMANENT RESIDENT**

written content for different audiences and channels. \* Experience in developing a communications strategy based on data and insights for digital platforms and social media. \* Knowledge and experience using social listening programs, any experience with Hoot Suite or Sprout Social would be highly desirable. \* Experience using Google Analytics or other web analytics tools to identify opportunities for digital strategy and content. \* Strong knowledge of the digital communications landscape including social media. \* Demonstrated ability to build and maintain relationships with key internal and external stakeholders. \* Ability to think strategically with strong planning and organisational skills.

About us At Transurban we are driven by bringing people and places closer. Together, we are building a future that marries traditional infrastructure with emerging technology. We are making roads ready for driverless cars and predicting accidents before they happen. We are getting people where they're going. And we are doing it faster, smarter and safer. We believe in equality. We treat everyone with fairness, consideration and respect, regardless of gender, cultural background, religious beliefs, sexuality or personal circumstances whether they work for us or not. We want to ensure everyone feels comfortable to express themselves and their opinions. We strongly encourage applications from candidates of diverse backgrounds, including Aboriginal and Torres Strait Islander people. If you meet a number of the requirements, but not all, we encourage you to submit your application. Start changing the world around you. Apply now! Job Type: Permanent Closing Date: 2021-06-15-07:00