About Gorgeous Hospital Gowns:

Gorgeous Hospital Gowns (GHG) aims to be the leading supplier of fashionable, high quality, designer hospital gowns globally. Our purpose is to improve the quality of patients’ hospital visits through the supply of superior hospital gowns providing high quality fabric, leading designs and patient modesty.

This is a new position with a focus on Social Media & Marketing, to further develop GHG’s online presence through web development, social media activity and development of content for broad marketing materials to effectively inform and engage our target market.

The Communications – Social Media and Marketing position will be responsible for:

- Develop a digital marketing strategy for GHG and work with the management team to execute the plan.
- Providing strategic advice to management on further developing GHG’s web and social media platform.
- Maintaining GHG’s social media activities, including Twitter, Linkedin, Facebook and blog profiles by regularly posting new content and supporting staff to be engaged in this.
- Initiating new ways and extending existing ways of communicating with GHG’s target customers and their engagement with us online, thus increasing our web traffic.
- SEO / SEM activities to improve web traffic and general search engine ranking.
- Directly contributing to the maintenance of the GHG website (based on the Concrete 5 CMS).

Key Selection Criteria (each selection criteria is to be addressed separately)

- Currently studying for appropriate qualifications and/or equivalent experience in IT, digital media technologies and social media experience including but not limited to Facebook, Twitter and the web.
- Computer literacy in general office applications, including Microsoft, PowerPoint, Word and Outlook.
- Experience (or studying) in placing material on the web, marketing, social media, writing for brochures etc.
- Skills in managing time, setting priorities, planning and organising work.
- Attention to detail and well developed problem solving skills.
- Excellent communication; written and interpersonal skills and ability to work co-operatively in a team (potentially remotely, as we are based in Brisbane).

Email your application to Adam Allica at adam.allica@gorgeoushg.com.au