

Position Description

Vacancy Title: **Digital Marketing Coordinator**

Location: **Wailekutu - Lami**

Reports To: **None**

Objective

The Digital Marketing Coordinator is responsible for coordinating and executing the digital marketing activities across portfolio of brands and products. The role will support the development and implementation of digital campaigns, social media activities, content creation, consumer engagement, brand promotions and online visibility to strengthen brand awareness, support product launches and promotions, and contribute to sales and market growth. Working closely with the Sales, Marketing, Brand and Trade Marketing teams, the incumbent will ensure that digital activities are aligned with overall brand strategies, promotional calendars, supplier/principal requirements and commercial objectives. The position reports to Group Marketing Manager, CJ Patel (Pacific) Pte Limited, Lami.

Outcomes

Organisational Stakeholders

1. Digital Marketing & Campaign Coordination

- Developing and implementing digital marketing plans for the Company's FMCG brand and product portfolio.
- Digital campaigns supporting brand awareness, product launches, seasonal promotions, consumer campaigns and trade activities coordinated.
- Approved brand and marketing plans translated into effective digital activities across relevant platforms.
- Digital marketing calendar aligned with the overall marketing, promotional and sales calendar maintained.
- Campaign timelines, creative requirements, approvals, publication schedules and post-campaign reporting coordinated and managed.
 - Ensure campaigns are executed accurately, professionally and within agreed timelines and budgets.
- Competitor digital activities monitored and identify emerging trends and opportunities relevant to the Company's brands.
 - Regularly monitor competitor brands, retailer platforms and relevant FMCG market activity.
 - Identify emerging digital, social media and consumer trends.
 - Monitor new content formats, platform features and marketing practices relevant to the FMCG sector.
 - Share relevant competitor and market insights with the Sales and Marketing team.
 - Recommend appropriate opportunities to strengthen the digital presence of the Company's brands.

2. Brand & Product Marketing Support

- Work closely with Brand Managers and the wider Marketing team to support execution of individual brand strategies.
 - Work closely with the Sales and Trade Marketing teams to ensure digital campaigns complement in-store and trade activities.
 - Support digital communication for retail promotions, consumer competitions, activations, sampling campaigns and special events.
 - Develop content around merchandising activities, product displays, launches and other market execution.
 - Coordinate digital support for key customer and retailer campaigns where required.
- New product launches and relaunches supported through digital teasers, launch campaigns, product education and consumer engagement.
 - Support the promotion of events, exhibitions, trade shows and consumer activations.
- Where appropriate, visit the market and retail outlets to capture content and gain an understanding of brand execution, consumer activity and competitor initiatives.
- Ensure digital marketing activities remain commercially relevant and support the overall sales agenda.

3. Social Media Management

- Company's and assigned brands' presence coordinated and managed across relevant social media platforms, including Facebook, Instagram, LinkedIn, TikTok and other approved channels.
- Monthly and weekly social media content calendars developed and managed.
 - Schedule and publish approved posts, stories, reels, videos and campaign content.
 - Ensure social media pages remain current, professional, engaging and consistent with approved brand guidelines.
 - Monitor comments, messages, mentions and consumer interactions and coordinate timely responses where required.
- Consumer complaints, product concerns or reputational issues escalated to the appropriate internal team.
- Social media trends monitored and recommend relevant content opportunities for FMCG brands.
- Support initiatives aimed at growing audience reach, engagement and brand communities.

4. Content Creation & Creative Coordination

- Engaging digital content developed including social media posts, promotional graphics, short-form videos, reels, product features and campaign materials.
- Creative briefs prepared for internal designers, agencies, photographers, videographers and other service providers.
 - Write and edit captions, promotional copy, campaign messages and other digital content.
 - Adapt content to suit different brands, audiences, channels and campaign objectives.
 - Ensure all content meets Company standards and applicable brand/principal guidelines before publication.
 - Coordinate required internal and principal approvals for digital content.
 - Product photography, promotional shoots and other content-production activities coordinated where required.
 - Liaise with advertising agencies, media partners, influencers, content creators, photographers, printers and other service providers as required.
 - Coordinate briefs, quotations, timelines, deliverables and approvals.
 - Ensure external parties comply with agreed brand guidelines, specifications and deadlines.
- Professional working relationships with internal stakeholders, customers, brand principals and external service providers maintained.
- An organized digital library of approved brand assets, product images, videos, artwork and campaign materials maintained.
- Marketing team supported in monitoring expenditure and ensuring services are delivered within approved budgets.

5. Brand Governance & Compliance

- Compliance of all digital communications with approved brand guidelines and Company standards ensured.
 - Ensure appropriate approvals are obtained before publishing promotional, product or corporate content.
- Confidentiality of commercially sensitive information maintained, including future product launches, pricing, promotions and business plans.
- Compliance to Copyright, image usage, music licensing and other intellectual property requirements considered when developing digital content.
 - Ensure promotional claims and product information are accurate and appropriately approved.
- Inappropriate social media activity, reputational risks, consumer complaints or potential brand issues immediately reported to reporting manager.

6. Digital Analytics & Performance Reporting

- Performance of digital channels and campaigns monitored and analyzed the using available platform analytics and reporting tools.
- Track agreed digital marketing KPIs, including:
 - Audience/follower growth;
 - Reach and impressions;
 - Engagement rate;
 - Video views;
 - Website traffic;
 - Click-through rates;
 - Lead or enquiry generation;
 - Campaign conversions, where measurable;
 - Cost per result for paid campaigns; and
 - Campaign performance against objectives.
- Prepare monthly digital marketing performance reports for Management.
- Provide post-campaign analysis identifying outcomes, key learnings and opportunities for improvement.
- Use data and consumer insights to recommend improvements to future content and campaigns.
- Maintain records that allow comparison of digital performance across brands and campaign periods.

7. Organisation's image and value standards demonstrated and promoted

- Collaborate with other teams in the organisation for the benefit of the organisation
- Monitor and encourage team members to uphold image and value standards
- Uphold and demonstrate the organisation's image and values
- Compliance to company policies, procedures and OHS requirements ensured.

Responsibilities - Key Competencies

Competence	Description
Business	
Risk Management	Analyse and manage risk.
Information Analysis	Make informed decisions by collecting and interpreting data and information
Customer	
Customer Commitment	Demonstrate a commitment to customer service - both internal and external customers.
Promotion	Promote the value of the products/services offered by the organisation.
People	
Team Orientation	Work in a team towards a common aim.
Professional	
Compliance	Comply with relevant laws and the policies and procedures of the organisation.
Technology Application	Apply technology.

Qualifications

Qualification	Discipline	Notes
Preferred		
Diploma	Sales/Marketing/Advertising	A Diploma or Bachelor's Degree in Marketing, Digital Marketing, Communications, Media, Business, Commerce or a related discipline.
Desirable		
Degree	Sales/Marketing/Advertising	A bachelor's degree in marketing, Communications, or a related field, accompanied by 3 or more years of proven professional experience in a comparable digital role.

Work Knowledge and Experience

- Exceptional communication and project management capabilities, paired with specialized expertise in social media marketing and web analytics.
- Demonstrated background in designing using software (Apple, Illustrator, Canva, Photoshop) and deploying digital marketing strategies, supported by strong analytical and problem-solving skills.
- A collaborative mindset with the ability to build strong working relationships in a team-oriented environment.
- Professional certifications in Digital Marketing will be considered a distinct advantage.
- Three (3) or more years of proven professional experience in a comparable role in digital marketing, social media, marketing coordination, brand marketing or a similar role.

Requirements

Language Proficiency

- Excellent command of English

Other Required Statements

GENERAL RESPONSIBILITIES

- Comply with all Company policies, procedures, Code of Conduct and applicable health and safety requirements.
- Maintain confidentiality of Company, customer, supplier and employee information.
- Protect the reputation and interests of the Company and its represented brands.
- Participate in Company meetings, training programmes, promotional events and other business activities as required.
- Be flexible in working hours where digital campaigns, product launches, consumer activations or events require work outside normal business hours.
- Undertake market visits and travel where reasonably required for content development, campaigns or other marketing activities.
- Carry out any other reasonable duties relevant to the position as assigned by Management.

KEY PERFORMANCE MEASURES

- Timely delivery of the approved digital marketing and content calendar.
- Achievement of agreed social media reach, engagement and audience-growth targets.
- Digital campaign performance against approved objectives and budgets.
- Quality, consistency and accuracy of published content.
- Timely digital support for product launches, promotions and brand campaigns.
- Growth in digital engagement and consumer interaction across assigned brands.
- Timely preparation of monthly digital performance reports and campaign analysis.
- Compliance with brand guidelines and approval processes.
- Effective coordination with Brand, Sales and Trade Marketing teams.
- Quality and timeliness of support provided to brand principals and key customers.
- Effective management of digital marketing expenditure within approved budgets.
- Identification and implementation of digital improvements and new opportunities.

Interactions

Type	Interaction	Comments
Internal		
	Sales Team	
	Marketing Team	
	Sales (Brand Managers)	
	Group General Manager	
	Human Resources Officer - CJPP	
External		

Type	Interaction	Comments
	Suppliers	
	Brand principals	
	Regulators	
	Community	
	Advertising and digital agencies	
	media organisations, photographers/videographers	
	Content creators, influencers and other marketing service providers.	

Attributes

Behavioural Styles

- Accountable Assumes full responsibility for own actions and identifies with the success or failure of own part of the overall work/goal.
- Enthusiastic Shows high levels of excitement and interest, and expresses positive feelings.
- Innovative Devises new and creative ways to do things comes up with original ideas.
- Reliable Is able to be trusted to do what is expected or has been promised, puts in a great amount of effort believing in the value of work.

Interpersonal Styles

- Objective Impartial and honest in dealings with others, eliminating own feelings and view to reach a balanced judgement.
- Team Enjoys being with others as part of a group or team.
- Oriented

Thinking Styles

- Analytic Able to separate things into their constituent elements in order to study or examine them, draw conclusions, or solve problems.
- Challenger Queries, tests information/beliefs and provokes thought.
- Imaginative Generates ideas and images, showing creativity.
- Initiative Takes action and makes decisions without the help or advice of other people.
- Well organised Controls tasks in a well thought out and critical manner.

How To Apply

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Contact for Enquiries

Contact Name: Human Resources Officer

Contact Email: careers@cjpatel.com.fj

Further Contact Information: --

Closing Date: 02 Oct 2026