

CS47 Website Manager and Social Media Content Creator

1. Job role

TCF sub-sector	Cross-sector
Functional area	Digital Presence, E-Commerce and Customer Engagement
Job role	CS47 Website Manager and Social Media Content Creator
Job role description	Maintains and manages the online presence of small TCF businesses, including website content, social media platforms and digital customer interactions to support sales, marketing and customer engagement. In small TCF businesses—where roles are often combined and digital channels are essential for visibility and growth—the Website Manager and Social Media Content Creator is responsible for updating website content, processing online orders, managing social media content and responding to customer enquiries, ensuring consistent brand presence and effective use of digital platforms. The role does not include website development but focuses on ongoing content management, communication and online marketing.
Performance expectations	• Maintaining and updating website content including product listings, services and images • Creating and publishing social media content aligned to brand and promotions • Processing and coordinating online orders with operations or dispatch • Responding to customer enquiries through website, email and social media • Managing digital marketing activities including email campaigns and promotions • Ensuring accuracy of product, pricing and service information online • Monitoring engagement, traffic and online performance metrics • Maintaining consistent branding across website and social platforms • Supporting customer acquisition and retention through digital channels • Contributing to continuous improvement in online presence and customer experience
Specialisation	Social media content creation, website content management, e-marketing, customer engagement, digital branding

Application in other TCF sectors	• Apparel production supporting online brand presence, product promotion and customer engagement • Textile manufacturing supporting digital showcasing of products and services • Footwear production supporting online sales and social media marketing • Leather goods production supporting digital product promotion and customer interaction • Dry cleaning and laundry services supporting online booking, service promotion and customer communication • Technical textile and specialty services supporting digital engagement and service information • Manufacturing and service industries supporting website management and social media content functions
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2. Key tasks and critical work functions

Key tasks	• Updating website content including products, services and images • Creating and scheduling social media posts • Processing online orders and coordinating fulfilment • Responding to customer enquiries and messages • Managing email marketing campaigns and promotions • Monitoring website and social media performance • Maintaining accurate product and service information • Following organisational procedures for digital communication and data handling
Critical work functions	• Ensuring accuracy and consistency of online content • Maintaining active and engaging social media presence • Supporting timely and accurate order processing • Providing responsive customer communication • Aligning digital activities with business operations • Adapting content and strategies to customer engagement trends

3. Technical skills

Website content management	Updating and maintaining website content without development changes
Social media platforms	Creating and managing content across social media channels
Order processing systems	Managing online orders and coordinating fulfilment
Email marketing tools	Developing and sending digital marketing campaigns
Content creation	Producing images, text and promotional content
Analytics tools	Monitoring website traffic and social media engagement
CRM systems	Managing customer enquiries and interaction records

4. Generic Skills

Communication	Engaging effectively with customers through digital channels
Creativity	Developing engaging content and marketing ideas

Attention to detail	Ensuring accuracy of online content and orders
Organisation	Managing multiple platforms and tasks efficiently
Time management	Meeting posting schedules and response timelines
Adaptability	Responding to changing digital trends and tools
Customer focus	Delivering positive online customer experience

5. Emerging skills

Emerging skills	- Using AI tools for content creation and customer engagement - Integrating social media with e-commerce platforms - Applying data analytics for targeted marketing - Supporting omnichannel digital engagement strategies - Enhancing mobile-first and app-based customer interaction - Promoting sustainability and brand values through digital content
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6. VET Qualifications and Skill Sets

Entry-level preparation	SIRSS00020 Manage and implement social media and online customer engagement or equivalent
Advanced development	BSB50620 Diploma of Marketing and Communication or equivalent

7. Job progression

Possible job progression	Digital Coordinator → Senior Coordinator → Digital Marketing Specialist → E-Commerce Manager
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8. Classification

Australian Qualifications Framework	AQF Level 3-5
Australian Bureau of Statistics (ABS) Skill Levels	Skill Level 2-3
Open Source Classification of Occupations for Australia (OSCA)	Digital Content Coordinator / Social Media Coordinator / E-Commerce Assistant



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