

DIGITAL MARKETING COORDINATOR

COMMUNITY RELATIONS GROUP

COLLINGWOOD

At Anglicare Victoria, we create opportunities to transform futures. Everything we do is to prevent, protect & empower disadvantaged Victorian children, young people and families.

We strive to create an environment where employees feel valued and rewarded. By living the Anglicare Victoria values and actively fostering fairness, equality, diversity and inclusion, our people make Anglicare Victoria a truly great place to work. So come and join us at Anglicare Victoria where there is a rewarding career ready for you in a dedicated, professional team where respecting each other; leading with purpose; working together; and creating a positive difference are valued, and learning and creativity are encouraged.

Anglicare Victoria is currently seeking an experienced Digital Marketing Coordinator to join our Community Relations group.

This role is an integral part of the communications department and responsible for the implementation of digital marketing plans, developing content and assisting with traditional marketing channels to achieve our communication and marketing objectives.

Reporting the Marketing and Communications Manager – Community Relations Group, The Digital Marketing coordinator is part of a dedicated communications team.

This role coordinates the full range of digital engagement mechanisms, including the organisation's social media channels, Facebook, Twitter, LinkedIn and Instagram.



Position details

Position	Digital Marketing Coordinator
Program	Marketing and Community Relations
Hours	Full Time
Hours per week	38
Duration	Ongoing
Fixed term end date	N/A
Location	Central Office, Collingwood
Reporting Relationship	This position reports to the Marketing and Communications Manager
Effective date	January 2020

Position Objectives

1.	To position Anglicare Victoria as the leading organisation within the sector, with consistent and timely content which is on brand and builds our engagement with audiences.
2.	Aid in the development of paid and owned content, and implement marketing plans to assist the Marketing Manager across a wide range of primarily digital and varied traditional marketing channels.
3.	You will provide leadership and guidance across Anglicare Victoria to ensure we have a high quality online presence. Drive innovation in digital marketing across display media, social media, search and retargeting as well as EDM and publications
4.	To hold ongoing responsibility of Anglicare Victoria's digital channels, including website, social and intranet and develop an ongoing digital strategy while aiding its implementation to help increase our digital footprint and reach new audiences online.
5.	Distribute compelling digital content that tells the story of our client's voice and support the objectives of significantly growing our audiences and content for foster care recruitment and engagement, drive new supporter acquisition for fundraising, advocacy and general brand awareness.

Key responsibilities

The key responsibilities are as follows but are not limited to:

1.	This role holds primary responsibility for the performance and dispersion of content on the Anglicare Victoria, Website, Intranet and Social Media Channels.
2.	Responsible for advertising, building engagement and making recommendations regarding enhancing our digital footprint for growing our audiences and focus on four areas of content: foster care recruitment and engagement, drive new supporter acquisition for fundraising, advocacy and general brand awareness
3.	Implement, socialise and evolve the social media content strategy , and work with the Marketing Manager to develop the digital marketing strategy at Anglicare Victoria.
4.	Assist graphic designer, copywriter, direct marketing coordinator, and video editor with the day to day marketing tasks and coordinate marketing projects and activities as requested.
5.	Provide regular, detailed reporting on return-on-investment of campaign activities, in terms of analytics and reporting in line with the social media content strategy.
6.	Build and have a strong understanding of project management methodologies and exemplary stakeholder engagement skills, including the ability to manage external suppliers.

Key Selection Criteria

The Key Selection Criteria are based on role-specific requirements **and** the Anglicare Victoria Capability Framework. Applicants are required to provide a written response to **both** a) and b).

a) Role-specific requirements

Applicants are required to provide a written response to the role specific requirements. Each of the role specific criteria are to be addressed individually (no more than 2 pages in total).

 <p>Role Specific</p>	<ol style="list-style-type: none"> 1. Strong understanding and experience in the technical component of digital marketing including website CMS WordPress and Social Media Management skills. Experience in website design and development principles preferable, including redesign involving web accessibility, content strategy development and user experience.
	<ol style="list-style-type: none"> 2. Ability to work effectively, and proactively with a wide variety of internal and external stakeholders. Whilst also being highly responsive, with strong verbal and online communication skills.
	<ol style="list-style-type: none"> 3. Extensive experience in digital marketing campaign management and understanding of emerging digital media trends
	<ol style="list-style-type: none"> 4. Experience in development or implementation of a content strategy, aligned with strategic priorities ensuring creative communications tactics and campaigns.
	<ol style="list-style-type: none"> 5. 2-5 years+ in marketing/business fields. A qualification in Marketing, Business, Communications or related field

Key Selection Criteria (continued)

b) Anglicare Victoria Capability Framework

Applicants are required to provide a written response to the Anglicare Victoria Capability Framework. Applicants are to describe how they demonstrate the characteristics in each of the two nominated capability groups; **Personal Qualities** and **Relationship and Outcomes** (no more than 1 page in total).

The Anglicare Victoria Capability Framework describes the capabilities required to meet the expectations of clients, colleagues and communities in today's changing environment.

These capabilities work together to provide an understanding of the knowledge, skills and abilities required of all employees.

Personal Qualities



Displays Resilience

Thrives in a changing environment. Handles ambiguity.

Maintains a positive attitude and continues to deliver exceptional results in the face of challenging situations.

Has a learning mindset

Shows drive and motivation and a commitment to learning. Strives for continual improvement by looking for ways to challenge and develop.

Brings an innovative approach, fresh thinking and curiosity to develop practical solutions.

Shows cultural awareness

Respects difference in all its forms.

Values diversity as a strength and positively utilises diversity.

Relationships and Outcomes



Puts clients first

Acts to make a real difference in their work.

Is passionate about providing exceptional service to clients, customers and end-users.

Works collaboratively

Collaborates with others and values their contribution. Skilled at building strong and authentic relationships.

Demonstrates technical and professional acumen

Creates distinctive value for clients and Anglicare Victoria by applying a range of technical and professional capabilities to deliver quality outcomes.

Leading People



Manages, coaches and develops people

Engages, motivates employees and volunteers to develop their capability and potential.

Inspires direction and purpose

Creates a positive and engaged team environment.

Communicates goals, priorities and vision and recognise achievements.

Leads change

Leads, supports, promotes and champions change, and assist others to engage with change.

Occupational health & safety (OHS)

Anglicare Victoria is committed to ensuring the health and safety of its employees and any other individuals present in our workplaces.

In achieving and maintaining workplace health and safety, Anglicare Victoria will apply best practice in OHS in accordance with statutory obligations at all times.

All Anglicare Victoria employees, contractors and volunteers are required to:

- take reasonable care for their own health and safety and for that of others in the workplace by working in accordance with legislative requirements and the company's OHS policies and procedures
- take reasonable care their actions or omissions do not adversely affect the health and safety of themselves and others
- cooperate with any reasonable directions, policies and procedures relating to health and safety in the workplace
- report all injuries, illness or 'near misses' to their Supervisor or Manager
- participate in relevant health and safety training based on roles and responsibilities
- as required, participate in the development and implementation of specific OHS hazard and risk management strategies.

In addition to the above, positions with supervision or management responsibility are required to ensure a safe and healthy work environment for all employees, clients, contractors and visitors. This can be achieved by ensuring all people are aware of and have access to OHS policies, procedures, training and reporting systems.

Cultural Safety in the Workplace

Anglicare Victoria recognises the important and unique contribution Aboriginal and Torres Strait Islander employees make by bringing their unique skills, knowledge and experience to the workplace. They also contribute important insight into how Anglicare Victoria can provide for and engage with Indigenous clients and communities more effectively.

Our Reconciliation Action Plan (RAP) and Workforce Strategy outlines Anglicare Victoria's commitment to leading and facilitating sustainable employment, training, retention and career development opportunities for Aboriginal and Torres Strait Islanders people.

Conditions of employment

- An attractive remuneration package will be negotiated with the successful applicant. Salary Packaging is offered with this position.
- All offers of employment at Anglicare Victoria are subject to a six-month probationary period. The staff member will be asked to participate in an annual performance review linked to objectives set out for the position.
- All offers of employment are subject to a satisfactory Criminal History Check, a current Driver's License and Employment Working with Children Check prior to commencement.

Acceptance of Position Description requirements

To be signed upon appointment

Employee

Name:

Signature:

Date:
