

Position Description



Position Title: Website & E-mail Direct Marketing Coordinator

Position Purpose

To create and coordinate the production of engaging digital content that enhances Scope's brand and promotes Scope's products and services.

Division:	Marketing, Communications & Fundraising	Reports to	Digital Marketing Manager
		Direct Reports:	N/A
Internal Relationships:	Marketing Content Producer	External Relationships:	<ul style="list-style-type: none"> - Design agencies - External suppliers - Website Developer - Media & Advertising Agency
Delegation of Authority:	[N/A]	Category:	Coordinator
Employment Contract:	Permanent / Full Time	Award:	Non-Award

Scope's Purpose	At Scope we create meaningful opportunities for people with disability to belong and thrive.
Scopes Vision	Our clients and employees are empowered to live their dreams. We influence and push boundaries delivering positive change for people with disability.
Scopes Values	<p>We celebrate people. We celebrate Scope's diversity when we see every person and the contributions they make.</p> <p>We excel together. We excel together in all that matters to our clients and colleagues.</p> <p>We act bravely. We act and speak up for what is right.</p>

Key Functions	Key Accountabilities, Responsibilities and Deliverables.
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Service Provisions	<ul style="list-style-type: none"> • Update website content daily, including coordinating various website projects for improved CX and optimisation. • Actively amplify and optimise content across all channels for external customers. • Support the social media coordinator in delivering the social media strategy. • In collaboration with the Digital Marketing Manager, develop and implement website improvements, including developing customer journeys for new CRM program. • Generate new ideas to ensure content supports business objectives and make recommendations accordingly. • Work with the Marketing team to identify needs and lead content production for service marketing campaigns online • Work with subject matter experts to create content that positions Scope as a trusted advisor. • Produce analytical reporting for activity and engagement monthly. • Use data from various channels including Google Analytics, Facebook Insights, to identify content gaps and implement content accordingly. • Review, edit and publish content ensuring it is customer-focused and consistent with the brand and digital best practice. • Work with design agencies and other suppliers to create dynamic and creative content, including SEO consultant. • Drive a streamlined EDM strategy for external clients
Growth Delivery	<ul style="list-style-type: none"> • Identify and execute ideas for continuous improvement and innovation

Selection Criteria	
Qualifications, Experience and Knowledge	<ul style="list-style-type: none"> • 3+ years in a Digital Marketing / Website Coordination role • Strong proofreading, research, verbal and written communication skills is a must. • Strong, hands-on experience with digital channels and media, including website, social media, and EDM platforms such as Campaign Monitor and CRM Salesforce platform and /or Hubspot. • Demonstrated skills in Content Management Systems, ideally with Craft CMS experience, with an understanding of WCAG 2.0 AA Standards • Self-motivated and demonstrates high degree of initiative • Confident to work autonomously and within a team environment • Ability to manage external stakeholders • Excellent time management skills in a fast-paced environment • Understanding of SEO concepts, keyword importance and • Working in a fast-paced environment and on multiple projects, simultaneously is preferred.
Workplace Health and Safety	<ul style="list-style-type: none"> • Responsible for ensuring that Scope complies with its legal requirements and strives for best practice in the provision of a safe

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	workplace for all.
Customer Safeguarding	<ul style="list-style-type: none"> • Promote the rights and wellbeing of individuals we support so they are recognised, respected, and protected. • Ensure that the systems, governance, structures, and processes are in place to support provision of safe, high-quality support. • Ensure that employees follow the systems, governance, structures, and processes are in place to support provision of safe, high-quality support. • Actively engage with employees to participate in safeguarding activities and improvement. • Report and record any concerns or incidents.
Technical Competencies	<ul style="list-style-type: none"> • Excellent grammar, writing/copywriting, video editing and proofreading skills • Ability to create content for a range of channels • Demonstrated understanding of Google, Marketing Cloud and CMS platforms • Understanding of digital content design. Previous experience in In-design will be well regarded. • Understanding of data and reporting is essential • Experience with social media platforms and CRM capabilities
Behavioural Competencies	<ul style="list-style-type: none"> • Energetic and creative - ability to bring fresh perspective and approaches to create excitement and interest in Scope stories and content • Ability to manage competing deadlines and priorities • Strong problem-solving skills • Agile, resourceful, and flexible in response to changing and dynamic environment • Self-motivated and ability to use initiative and work independently • Team player
Licenses and Accreditations	<ul style="list-style-type: none"> • Cleared Police Check for disability within the last twelve months • Working with Children’s check (required for all direct support roles) • Must satisfy all visa requirements for working in Australia. • Driver’s license (required for all roles where there is a requirement to travel to deliver services)
Other Information	<p>Prior to any appointment to this position, you will be required to disclose full details of any pre-existing medical condition or injury that could be affected by employment in this position (as described in this Position Description). Completion of Pre-Existing Condition or Injury Declaration Form will need to be completed.</p>

Authorisation:

This Position Description has been reviewed and approved by the Digital Marketing Manager and is effective from 5/08/2024.