

POSITION DESCRIPTION

DIGITAL MARKETING SPECIALIST

Reports to: Marketing Manager Support Services (MMSS)

Level: Level 7-8 CORP SVCS - NDS Capability Framework

Date Prepared: May 2018

Purpose

The Digital Marketing Specialist is responsible for the development and maintenance of The House with No Steps Group digital assets (House with No Steps and The Tipping Foundation), as well as the implementation of digital campaigns across the organisation.

Reporting to the Marketing Manager Support Services (MMSS), the Digital Marketing Specialist works with HWNS/TTF internal teams including Support Services, businesses, HR, Fundraising, and Communications, as well as external suppliers to build effective digital campaigns.

Primary Objectives

The role will plan, schedule, implement and evaluate digital initiatives with the aim of:

- Positioning the brand and the organisation within the online environment
- Building awareness and understanding of HWNS/TTF (or HWNS Group) and the work that we do
- Driving leads for the organisation

Key Accountabilities

Digital strategy, research and reporting

- Work with the MMSS and other key teams to develop and implement a House with No Steps Group digital strategy (including for Support Services, Businesses, and Fundraising)
- Measure and report performance of all digital marketing campaigns, and assess against objectives
- Evaluate customer research, market conditions and competitor data
- Review new technologies and keep the company at the forefront of developments in digital marketing
- Manage the production of any future digital assets
- Actively support the rollout of the NDIS across all digital platforms

Website development and maintenance

- Day to day management of all organisational websites to ensure content and functionality is up-to-date, relevant, and meets the needs of our customers and the organisation
- Ensure all organisational websites are aligned to the accessibility guidelines
- Improving the usability, design, content and conversion of organisational websites

- Refresh organisational websites at regular intervals to ensure we remain contemporary and ahead of our competitors
- Manage SEO/SEM

Social media and content marketing

- Work with the MMSS and other key teams to develop and implement a Social Media strategy (including for the businesses and fundraising)
- Coordinate the daily management of social media including sourcing of content, monitoring, and coordinating paid advertising
- Develop and implement a content marketing strategy to help build our digital presence and increase website traffic
- Research and write blogs for both organisational website

Relationship management

- Collaborate with agencies and other vendor partners including website developers, creative agencies, and copywriters
- Work with the Communications Managers to ensure alignment with Communications Strategy and to provide effective communications
- Work with teams across all regions to ensure their marketing objectives are met

Knowledge, skills, experience and values required

- A commitment to the Code of Conduct of House with No Steps
- 3+ years' experience and a proven track record in a similar digital role
- Tertiary qualification in a relevant field or equivalent work experience
- Strong understanding of marketing techniques and principles
- Strong understanding of current online and social media marketing concepts, strategy, digital metrics, and best practice
- Advanced knowledge of website creation and management including CMS (Wordpress and Sharepoint)
- Working knowledge of HTML, CSS, and JavaScript development
- Experience managing SEO strategies, and setting up and optimising Google Adwords campaigns
- Research and analytical skills with solid knowledge of analytics tools (e.g. Google Analytics)
- Detail-oriented and proactive with a proven ability to manage key priorities in order to meet tight deadlines
- Well-developed communication skills; verbal and written
- Ability to build trusting relationships with both internal and external stakeholders
- Passionate about all things digital
- Track record of entrepreneurial flair, identifying opportunities and creating programs to capitalise on them.
- Up-to-date with the latest trends and best practices in online marketing and measurement
- Passion for supporting the human rights of people with a disability

Signed: _____

Date: _____



Print Name: _____