

Position Title:	Digital Marketing Specialist
Division:	Customer Experience
Direct Reports:	NIL

ABOUT NORTHCOTT:

Who is Northcott?

Northcott is a not-for-profit disability service provider that works with customers to realise their potential.

As one of Australia's largest not-for-profit disability service organisations, we provide services from metropolitan and regional locations throughout NSW and the ACT. We have 90 years of experience and expertise in the disability service industry.

A registered NDIS provider, we employ almost 2,500 staff and provide empowering, personalised services to more than 13,500 people with disability, their families and carers each year.

What do we do?

Northcott provides personalised and dynamic support, delivered by a committed team who will optimise and maximise support and services for every customer.

Our experience and expertise gives confidence to our customers they are in good, trustworthy hands, while our commitment to innovation and pushing boundaries allows us to tackle any challenge currently creating barriers for our customers to reach their potential.

Northcott's diverse range of service offerings and strong community partnerships gives customers easy access to the supports they need or want through a single gateway from our many locations.

What is our promise to each customer?

We will work creatively and relentlessly with each customer to unlock, discover and unleash their potential, supporting and empowering them to be the best they can be now and in the future.

Our customers are not numbers, they are unique individuals. We personalise our services to each customer's current and future needs and goals, every single one, to ensure their development and growth.

As advocates for our customers' inclusion, we will empower them with confidence, choice and opportunity so they can live their life, as they choose, in their own way.

KEY OBJECTIVE OF THE SERVICE/DEPARTMENT:

The Customer Experience Group supports the organisation to deliver high quality customer experience – to develop the strategic framework and approach to understand, attract, deliver to, manage, and retain customers; and to work with the business to co-design the systems and tools which can enable efficient delivery of 'value' to customers across the lifespan of their journey with Northcott. We help the organisation to understand, engage with, respond to, and grow our customer base.

The Digital Marketing Specialist sits within the Communications team, which has overall responsibility for all digital channels and platforms at Northcott. However the role works closely with the Marketing team in

relation to creation of online marketing campaigns, including campaign elements, the customer journey and performance measurement.

KEY OBJECTIVE OF THE POSITION:

The Digital Marketing Specialist is responsible for the management and optimisation of Northcott's external digital channels. You will liaise with internal stakeholders to understand their needs and provide an online solution. You will also manage the relationship with our external digital partners to deliver trackable results.

PERSON SPECIFICATIONS (SKILLS & KNOWLEDGE)

- Previous experience in web content development and digital copywriting
- Google Analytics and reporting experience
- Demonstrated ability to operate digital solutions and strategies linked to brand awareness and interaction
- Previous success in developing and implementing online marketing campaigns and social media initiatives

ESSENTIAL QUALIFICATIONS & EXPERIENCE REQUIRED

- Degree level qualification in Marketing or related field, or other relevant tertiary qualifications with digital media focus
- Demonstrated success in delivering online marketing campaigns with a through the line approach
- Demonstrated understanding of online analytics reporting, web and intranet technologies and their applications
- Ability to create innovative social media strategies and solutions which support broader organisational communication and marketing objectives
- Ability to use customer analytics and research in the development of effective digital approaches
- Technical knowledge of performance media including developing strategies, tracking and optimisation.
- Minimum 2-3 years of experience working in a digital communications/marketing environment (not-for-profit background preferred)

DELEGATION LEVEL

- NIL

CORE COMPETENCIES OF THE ROLE

- Partner with the Media Specialist (Communications team) to successfully deliver Northcott's social media strategy
- Increase, enhance and maintain contact with the public and key external stakeholders through social media channels by contributing to the development of and coordinating the design and delivery of social media initiatives and content
- Oversee the management of Northcott's external website
- Optimise social media platforms including Facebook, Twitter, LinkedIn and Instagram
- Manage Northcott's investment in performance media with external and internal stakeholders
- Manage end to end marketing campaigns with a strong focus on customer journey and online/offline conversion tracking
- Strong analytical skills with an ability to translate data into real world solutions

Customer Focus / External Contact and Relationship Building

- Deliver high quality digital marketing campaigns whilst maintaining an excellent customer service ethic
- Manage day-to-day relationships with external digital suppliers and agencies

Position Description

- Liaise and collaborate with internal customers in the implementation of digital production projects and solutions
- Maintain a high standard of conduct and work performance to promote Northcott's reputation with key internal and external stakeholders
- Model the values of Northcott and our commitment to supporting choice and opportunity for all people

Problem Solving

- Identify current trends for continual improvement of the Digital Marketing function
- Troubleshoot technical issues and challenges to ensure a seamless customer experience on Northcott's digital platforms

Leadership

- Participate in the formal annual performance review process
- Participate in and contribute to work in progress and team meetings
- Take care for the safety of yourself and others at all times and undertake work in a safe manner in accordance with policies, procedures and instructions (written or verbal)
- Actively participate and contribute as a member of the Communications team and a key partner for the Marketing team

DUTIES

The typical duties of this position include:

1. Deliver integrated marketing solutions, bringing the online and offline user experience together seamlessly to create a seamless customer journey (using platforms such as WordPress, Campaign Monitor, Shortstack, Eventbrite and social media channels)
2. Work with creative agency to set up, manage and optimise campaigns on Google Adwords to maximise our Google grant for not-for-profit organisations
3. Optimise content (e.g. format, objective, audience) on our social media platforms including Facebook, LinkedIn, Twitter and Instagram
4. Create and optimise targeted advertising campaigns, working alongside content creators
5. Review analytics to identify areas of opportunity and utilise conversion rate optimisation tactics to maximise performance
6. Produce and manage various streams of eDM campaigns
7. Update web pages to ensure they reflect current service offerings and are SEO optimised
8. Work with creative agency to ensure superior customer experience is maintained
9. Track and report on channel/campaign performance and make recommendations to optimise
10. Support the Communications Manager as required

This list is indicative only and is subject to change. All Northcott employees are required to comply with any reasonable work requests as directed by their employer from time to time.

NORTHCOTT POLICY AND PROCEDURES

All Northcott employees are expected to be familiar with and adhere to Northcott policies and procedures. For more information see your manager or refer to the policy and procedures available on the Northcott Intranet.

Employee's Signature

Employee's Name

Date

Please forward a signed copy to Human Resources.