Position Description – Digital Officer

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| Position Title: | Digital Officer |
| Business Unit: | Marketing and Communications |
| Location: | Either: Melbourne / Sydney Office |
| Report to: | Marketing and Communications Manager |
| Date document prepared: | July 2022 |
| Role Status: | Part time: 3 days per week |

About Us

The Australian Network on Disability is a not-for-profit organisation that partners with over 380 active members from some of Australia’s largest and most trusted private, public and not-for-profit companies. We are highly respected and trusted, with over 20 years of experience and an amazing internal culture.

We empower our network of members to actively include customers and employees with disability by supporting them to build their understanding and expertise, connect with others and check their progress on access and inclusion.

About the role

The Digital Officer will play a key role in delivering our message and brand to market. They will be responsible for maintaining, optimising and building our websites. The purpose of this role is to execute minor changes in-house, as well as be the conduit between the business and our suppliers to ensure we build strong digital experiences for all our members.

**Tasks will include:**

* Managing all websites including Content, User Experience (UX) and Search Engine Optimisation (SEO).
* Contributing to and developing marketing plans and strategies.
* Development of digital, SEO and Search Engine Marketing (SEM) campaigns, from copy and communications to the evaluation and return on investment (ROI) reporting.
* Digital reporting and insights, using key tools like Google Analytics, Salesforce and SEO.
* Project manage website functionality projects and approval processes including working with internal stakeholders, working with external providers and incorporating accessibility and user testing.
* Maintain accessibility as well as consistent tone of voice and brand guidelines across all digital journeys.
* Manage relationships with third-party providers and agencies.

Key deliverables of the role

* Implement digital strategies across owned, paid and earned media - to grow reach, audience, engagement and website traffic.
* Ensuring content on our websites are up to date including dates, links, and resources.
* Maintaining the website accessibility to current WCAG Level AA compliance.
* Coordinating SEO and SEM initiatives to ensure our website and digital ecosystem is optimised for search, reporting and benchmarking to the business.
* Work on projects to ensure business needs, digital requirements and customer experience are met, including UX, User Interface (UI), accessibility and SEO.

Qualifications and capabilities

* At least 3 years of relevant work experience as a digital marketer / website developer
* Relevant tertiary qualifications in digital marketing (preferred), marketing, communications or information technology (IT)
* Experience with, and a sound working knowledge of, Content Management Systems (CMS), WordPress desirable.
* Proven experience with SEO and SEM
* Understanding of Google Analytics, search, social and digital tools
* Experience in project coordination and working with business stakeholders across different disciplines with strong relationship building skills

**Desirable**

* Knowledge of HTML, with the ability to read, edit and write HTML code
* Salesforce and Campaign Monitor experience

Behavioural skills

* Outstanding organisational skills
* Highly proactive
* Confident and willing to take initiative
* Ability to manage conflicting deadlines, prioritise tasks and communicate roadblocks
* Highly efficient and adaptable
* Creative and critical thinking
* Uses feedback to drive improved performance
* Strong attention to detail and creating error free work
* Ability to work with confidential and sensitive information
* Demonstrates an interest in and commitment to inclusion of people with disability

Technical proficiency

* Experience in turning business needs into digital customer journeys
* Experience with CMS systems and updating websites, preferably WordPress
* Experience with SEO and SEM, digital marketing
* Experience with, or willing to learn Customer Relationship Management system (Salesforce)
* Digital accessibility knowledge will be highly regarded, otherwise willingness to undertake relevant training.

Safety

* Understand and comply with Australian Network on Disability’s policies and procedures
* Actively support, promote and demonstrate commitment to Work Health and Safety
* Report any hazards identified

Alignment to our Values

* **Collaborative** - We actively participate, listen, and proactively seek out and share information.
* **Open** - We have courageous conversations, say when we need help and communicate authentically and respectfully.
* **Flexible** - We explore new ways of doing things, we learn from experience, and we adapt to changing circumstances.
* **Ambitious** - We celebrate successes, demonstrate respect, accessibility and inclusion at all times and we actively strive to maximise Australian Network on Disability’s impact.