

Position description

Title	Digital Lead
Reports to	Brand, Marketing and External Communications Manager
Classification & Salary	Level 6
Employment Status	Ongoing Full Time
Primary Location	Latrobe Street
Date	November 2021

Good Shepherd Australia New Zealand (GSANZ)

Our three-year strategy outlines the world we want to see and our role advancing in it. It also speaks to the positive impact we will deliver to support women, girls and families to be safe, secure, strong and connected. We are committed to tackling the issues of our time which adversely affect them. We work to advance equity and social justice and support our communities to thrive.

We seek to increase economic participation and wellbeing, to build resilience, improve safety and bring about system change. We offer microfinance programs and products, financial counselling and coaching, family violence support, family and youth programs, playgroups, education programs and community houses. These services are complemented by research and advocacy to address the underlying structural causes of injustice, exclusion, and inequality.

Role Purpose

As the incumbent in this role, you will manage the planning and implementation of Good Shepherd's digital and social media initiatives and their optimisation in line with Good Shepherd's digital strategy.

Key Responsibilities

- Collaborate closely with Brand Marketing and External Communications Manager, Program Marketing Manager and other team members to develop online strategies that increase program and brand awareness
- Liaise with the Design Thinking team to leverage learnings from UX client journey mapping for digital planning and utilize tools and insights to evaluate end-to-end customer experience across multiple digital channels and client touch points
- Manage digital and social media marketing initiatives and management of channels, in collaboration with in-house and agency specialists
- Lead Digital brand custodianship and consistency across all digital communication channels
- In conjunction with the web developers and external agencies, create, manage, and optimize digital communication, including for campaigns, SEO and organic and keyword search
- Perform regular website audits and develop impact and insight-based reporting that ensures content is current and optimised, and reflects the organisations strategic objectives.
- Evaluate emerging technologies, provide thought leadership and client and stakeholder experience insights for adoption on digital channels where appropriate
- Manage the day-to-day relationship with key digital partners including the website and digital campaigns run by the agency
- Work with internal and external stakeholders to ensure content and user experience aligns with branding and strategic objectives
- Work closely with the Content and Multimedia Lead and Graphic Designer to plan, develop and publish high quality social and digital media content that effectively communicates key messages and engages target audiences in discussion and advocacy, including but not limited to daily posting/responding, live tweeting, social media campaigns/promotions, writing of web content, contributing to e-bulletins and sites
- Monitor and evaluate social media channels and the external digital environment; generate social media analytics reports; proactively track, analyse, and report on Good Shepherd's digital presence
- Develop, deliver, optimise and evaluate digital marketing campaigns to brand guidelines, campaign and strategic objectives across platforms

Responsibilities of Good Shepherd Employees

Strategy

- Deliver service aligned with team operational plan and Good Shepherd's strategic plan
- Contribute to development of team plan
- Demonstrate understanding of social justice and community capability building concepts

People

- Demonstrate commitment to own learning and development
- Contribute to development of a high-performance team through demonstration of capabilities outlined in Good Shepherd's leadership capability framework
- Participate actively in regular formal supervision
- Share knowledge and practice insights with colleagues
- Take responsibility for own wellbeing

Clients

- Support the delivery of best practice service to clients in line with agreed goals/contribution
 - Seek feedback from client/stakeholders/peers in order to reflect and improve on service support for own Practice
 - Maintain a client-centred approach to service delivery at all times
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Service Delivery and Operations

- Deliver all services in line with service standards and program procedures
- Maintain accurate data, information and reporting at all times
- Maintain agreed service level agreements
- Provide timely reporting in line with department requirements
- Other duties as reasonably required

Stakeholders

- Liaise effectively with referral network
- Work collaboratively with other service providers to deliver valued outcomes for clients
- Develop constructive, collaborative relationships with other Good Shepherd team members and departments

Compliance

- Demonstrate behaviour consistent with Good Shepherd mission, values, behaviours and policies at all times
- Maintain agreed quality standards
- Maintain OH&S standards at all times

Qualifications, Experience and Mandatory Requirements

- Qualifications in digital, media or marketing or 3- 5 or more years' experience managing digital campaigns from creation to implementation to evaluation
- Significant experience managing a complex portfolio of digital assets and optimizing online presence to achieve greater brand awareness, lead generation and conversion.
- Significant experience developing and delivering engaging targeted social media plans and content
- Experience managing and optimising brand website aligned with strategic objectives
- A satisfactory Police Check
- A current Working with Children's Check (WWCC)
- Evidence of Covid-19 vaccination, or medical exemption

Key Selection Criteria

1. Proven experience in a similar role in a fast-paced and dynamic environment
2. Can manage digital campaigns from creation to implementation and evaluation and has a working knowledge of Google Ads and Facebook Ads Manager
3. Proficiency with data analysis tools, including Google Analytics, Google Data Studio and Google Search Console
4. Ability to track and interpret online data to produce strategic insights and actionable recommendations
5. Experience with content management systems and ensuring brand custodianship through website updates
6. Understanding of SEO and SEM principles
7. Sound knowledge and understanding across a variety of contemporary digital platforms
8. Ability to manage multiple projects simultaneously to tight and changing timelines and budgets

Values & Behaviours

We are all co-responsible for the delivery of the Good Shepherd Mission and living our values by modelling these behaviours in all that we do.

Value of each person | Reconciliation | Justice | Zeal | Audacity

Additional information

Employment is subject to:

- Relevant Qualifications/Registration Name
- A current national Police Record Check
- A current Employee Working with Children Check (WWCC) or state equivalent
- Proof of the right to work in Australia

The above requirements will need to be supplied and verified prior to commencement

Work Health and Safety (WH&S): All team members are required to carry out their duties in a manner that does not adversely affect their own health and safety and that of others by reporting all incidents and injuries as well as cooperating with any measures introduced in the workplace to improve WH&S.

Pre-existing injury: The person appointed to this position will be required to disclose any pre-existing injuries or disease that might be affected by employment in this position. This will assist the organisation in providing a safe work environment.

Equal opportunity: Good Shepherd is an equal opportunity employer. We recognise the rich diversity of people across Australia. We are committed to ensuring that our team is reflective of the diverse community we serve and to supporting a culture of equity, inclusion and diversity. All team members have a responsibility to be familiar with and adhere to the organisation's policies and procedures.

Child Safe Employer: Good Shepherd Australia New Zealand is a Child Safe employer. Employment is subject to satisfactory referee checks, a current employment working with Children Check, National Criminal History check and proof of the right to work in Australia.

Cultural competency: Good Shepherd strives to maintain a culturally competent and inclusive workplace. All team members are expected to undergo cultural competence training as part of their professional development plans.

Salary packaging is available to all employees.