



Digital Specialist

Position Description

- *Drive campaigns that help save lives and support women living with ovarian cancer*
- *Flexible Part time 12-month contract with possible extension*
- *Excellent Melbourne-city location*

Position Purpose

In this exciting new role you will provide a support function which delivers a range of multimedia and creative services. You will set and deliver a strategic approach to OCA's digital and content portfolio with responsibility for the day-to-day implementation of internal and external communication channels, and visual; multimedia and digital channels.

To be successful in this role you will have a strong understanding of modern social platform tactics and leverage successful content to specific groups.

Location: Queen Victoria Women's Centre, Melbourne

Position Reports to: Marketing Manager.

Number of direct reports: None

May also have access to seasonal interns/volunteers as required

Duration: Part-time 3 days per week (0.6 FTE)
12 month contract with possible extension

Background

Ovarian Cancer Australia (OCA) is the leading national body for ovarian cancer in Australia. Founded in 2001 by a group of people personally affected by ovarian cancer, our vision *is to save lives and ensure that no woman with ovarian cancer walks alone*. We work to ensure that:

- Women with ovarian cancer have a strong voice
- Every Australian knows the symptoms and risks of ovarian cancer
- All women with ovarian cancer have access to best practice diagnosis, treatment, information and support
- A vibrant and growing national ovarian cancer research effort in Australia informs practice and translates into improved quality of life and survival for women.

Ovarian Cancer Australia's values are: We listen; We are inclusive; We are courageous; We act with integrity.

Key Responsibilities

Media, Social Media and Digital Platforms

- Coordinate the Social Media strategy that supports the overall OCA business and marketing objectives and effectively drive engagement across all social platforms (Facebook, Instagram, Twitter, YouTube).
- Manage the implementation of the social media strategy, including scheduling, reporting and assistance with community management.
- Develop multi-faceted strategies and create tailored content across all digital platforms to support the marketing strategy.
- Achieve specific goals in growing followers on all social platforms and reach and engagement.
- Maintain and update the OCA website using WordPress.
- Optimise search engine rankings. Manage, report and drive insights from Google Analytics to inform the organisation's digital footprint.
- Manage the development of an effective digital communication framework and provide appropriate levels of governance and quality oversight for digital content that reflects best practice and complies with regulatory and legal obligations.

Stakeholder relationships

- Manage the development, implementation and maintenance of a digital and social component to the overarching integrated internal and external communications and stakeholder engagement strategy.
- Identify, co-ordinate and liaise with targeted influencers to enhance and amplify key marketing initiatives.

Reporting, evaluation and accountability

- Develop appropriate metrics to measure the impact of Ovarian Cancer Australia's brand, marketing, communications, media and stakeholder engagement strategies to inform reporting to the CEO, Board and DMC.
- Develop monthly dashboard reporting across all digital KPI's (website, social media and Google AdWords.)
- Provide assistance and input to optimise OCA's CRM system together with the Senior Management Team.
- Assist with managing the paid social media budget within defined delegations.
- Maintain up-to-date knowledge of new developments across the digital landscape.

General

- Contribute to the development of Ovarian Cancer Australia's strategy and planning.
- Contribute to the culture of decision making including cooperation, collaboration and shared accountability.
- Contribute to evaluation data collections as relevant to areas of responsibility and provide information for routine and ad hoc reporting purposes.
- Other duties as directed.

Experience, Skills and Qualifications

- Tertiary qualifications in marketing and communications.

- Minimum three to five years in a similar role.
- Proven success in the digital marketing space.
- Strong graphic, video and design experience in the digital space, with an art for storytelling.
- Solutions focused and proactive with a creative flair and enthusiasm for new ideas and concepts.
- Strong organisational, administrative and time management skills.
- Excellent written and oral communications skills and the ability to build productive working relationships with a range of stakeholders.
- Sound time management with an eye for detail.
- Exceptional stakeholder management skills and the ability to build strategic relationships.
- Ability to work well independently, but also as a member of a highly committed team.

Key Selection Criteria

1. Demonstrated experience curating content for and executing social media and other digital platform management and creative campaigns.
2. Digital marketing experience across a variety of social platforms (Facebook, Instagram, Twitter, YouTube) and website analytics tools (including Google Analytics.)
3. Knowledge of a wide variety of internal and external social media platforms and activities, including an understanding of how to engage, listen and monitor communities, and measure.
4. Excellent interpersonal skills and ability to develop strong working relationships with a range of stakeholders.
5. High interest in the future of digital channels. We are looking for someone who understands how and why digital media is changing the face of communications and stakeholder engagement.
6. Experience working with brand management teams preferred.
7. Experience in managing websites.
8. Demonstrated capacity to work proactively and strategically.

Applications must include:

1. A covering letter addressing the key selection criteria; and
2. A complete current CV

Please address applications to:

Josy Shaw
 Director Marketing and Communications
 Ovarian Cancer Australia
 Level 1, Queen Victoria Women's Centre
 210 Lonsdale Street
 Melbourne VIC 3000

Or via email to careers@ovariancancer.net.au

Closing date for applications is 25 August 2019.

Please note only short listed candidates will be contacted.