

## JOB DESCRIPTION

<b>Position Title:</b>	Digital Marketing and Communications Executive
<b>Department</b>	Marketing & Communications
<b>Section or Unit:</b>	
<b>Reports to:</b>	Head of Marketing & Communications
<b>Number of direct reports:</b>	
<b>Classification Level:</b>	
<b>Work Type:</b>	Administration

## CORE OBJECTIVE

The core objective of the Digital Marketing and Communications Executive is to initiate and execute digital marketing strategies in line with overall marketing and fundraising objectives, to monitor and optimise online executions, to develop and populate content for CMRI and Jeans for Genes digital online communications through websites, intranet, electronic direct mail, social media, including working with digital advertising agencies, as well as to research and take advantage of the latest digital and social media trends to continually improve CMRI brand communications.

## ORGANISATIONAL ENVIRONMENT

Children's Medical Research Institute (CMRI) is a world-leading independent research institute dedicated to discovering how to prevent or treat birth defects and diseases such as cancer, epilepsy, and a range of genetic disorders. We focus on four main areas of research: embryonic development and birth defects, cancer, nerve cell signalling, and gene therapy. In addition, CMRI operates CellBank Australia™, Australia's only national repository of cell cultures available to the entire research community, and a major Biomedical Proteomics facility that will help develop improved therapeutics.

CMRI is a community-based organisation that has enjoyed and relied upon the generous support of the Australian community ever since it was founded more than 50 years ago. The advances we have made would not otherwise have been possible.

## KEY WORKING RELATIONSHIPS

<u>Internal Relationships</u>	<u>External Relationships</u>
Marketing & Communications team	Web developers/support
ICT team	Donors
Fundraising team	General public
Researchers	Case studies and campaign families
Committees	Digital marketing and media agencies

### CORE ACCOUNTABILITIES

Accountability	Outcomes	% of role
Digital Marketing	<ul style="list-style-type: none"> <li>• End to end digital campaign strategy and management</li> <li>• Implementation of marketing automation for CMRI facilities and Fundraising</li> <li>• Obtain and edit copy for digital communications from multiple internal and external sources and ensure that copy is approved by key stakeholders</li> <li>• Optimise and post communications in a timely manner for all CMRI-related digital media, including eDMs and social media</li> <li>• Maintain and update content on CMRI-Jeans for Genes website, shop, research sites, and other websites as required, including managing SEO</li> <li>• Liaise with external web and content developers as needed to update websites and optimise landing pages</li> <li>• Ensure digital communications meet CMRI standards and adhere to communications and brand guidelines</li> <li>• Increase traffic and engagement metrics across all digital channels</li> </ul>	70
Monitoring	<ul style="list-style-type: none"> <li>• Monitor and respond to online comments, working with key internal stakeholders to generate approved replies</li> <li>• Monitor public perception of the organisation and its campaigns in order to inform crisis management response if needed</li> <li>• Ensure all CMRI-related social media coverage is captured for archiving</li> <li>• Provide monthly reports on digital campaigns and social media activities, including engagement and trends</li> <li>• Google Analytics and other reporting on digital marketing campaigns and CMRI websites</li> <li>• Follow and stay ahead of industry trends</li> </ul>	25
Other	<ul style="list-style-type: none"> <li>• Assist with internal communications, crisis management or other communications if required</li> <li>• Perform other tasks as assigned by your manager</li> </ul>	5

## **AUTHORITIES AND DECISION-MAKING**

*(Responses here are derived from the 'Consolidated Job Factors' document. Information from the 'Decision-Making' and 'Authorities' sections in the Job Evaluation Questionnaire are used as a basis for this evaluation)*

The incumbent

- Has the authority to make decisions that determine the means or process for achieving objectives, standards or guidelines within defined parameters
- Is expected to adapt to changes in work needs and priorities
- Has no budget. May have supervisory responsibility for a marketing intern.

## **CHALLENGES**

*(Responses here are derived from the "Challenges and Vacancy Criticality" section in the Job Evaluation Questionnaire)*

The main challenges for this position include:

- Competing demands
- Tight timeframes and the impact of these on other activities and deadlines
- A significant risk to the effective delivery of business outcomes if the position is vacant for 1-2 months

## **WORK HEALTH AND SAFETY**

Individuals have the following responsibilities;

- Ensure safe work practices are adopted in any work area and contribute to the development and maintenance of risk assessments and standard operating procedures (SOPs).
- Report injuries, accidents, incidents and near misses in the work area and on the corrective actions taken to prevent reoccurrence.
- Do not intentionally or recklessly interfere with or misuse anything provided in the interests of health, safety or welfare.
- As an officer of the organisation you must ensure due diligence to make sure that the organisation complies with its health and safety obligations

## **REQUIREMENTS**

### **Education**

- Degree in Business, Marketing or Communications

### **Experience**

- Minimum of 3 years' experience in equivalent role, including communications and digital marketing

### **Engagement**

- Significant engagement with senior managers and stakeholders
- Significant engagement with donors and the general public

### **Capabilities**

#### **Core**

- Integrates systems and structures to support departmental initiatives
- Manages multiple projects that impact the organisation
- Leads change initiatives in the organisation's digital marketing strategy

#### **Technical**

- High proficiency in Vision 6, CMS, Facebook, Twitter, LinkedIn and other social media
- Strong written and verbal communication skills, especially with digital channels
- Experience with digital marketing campaign management
- Attention to detail, accuracy

#### **Other**

- Ability to work in a team and independently.
- Dedicated and enthusiastic work ethic.

### **ORGANISATIONAL CHART**

See CMRI website: <https://www.cmri.org.au/About-Us/Governance>

### **VERIFICATION**

This section verifies that the delegated senior officer within the department has read the Job Description and is satisfied that it accurately describes the job role.



Signature and date ...

.....6 April 2020