

Digital Marketing & Communications Manager

– Position Description –

About Us

EthicalJobs.com.au is working to change the world, one job at a time.

We bridge the gap between Australians who want to “work for a better world” and the thousands of not-for-profit organisations that tirelessly strive to create that better world.

As a for-profit social enterprise and one of Australia’s top job-search sites for the not-for-profit sector and beyond, **we support the work of more than 6,000 organisations** around the country, and have a passionate community of **260,000+ unique users** visiting the site each month. And we’re growing!

We also run the annual Not-For-Profit People Conference. Now in its eighth year, it’s Australia’s largest event focused on how to attract, manage, train and retain the best people for the NFP sector, attracting ~500 attendees.

You’ll be joining a dedicated, passionate and successful team of 24 people who share a vision of a more equitable, just and sustainable world.

When we’re not working from home (as we are right now) our spacious office is just off Smith St in Collingwood, including a large outdoor deck for lunch in the sun and drinks after work, and great food and coffee just around the corner.

About the role

We’re looking for someone to take responsibility for all of our communications and marketing activities focused on our 260,000+ monthly users and our community of 6,000+ employers around Australia.

You’ll also be managing our current Communications Coordinator and a suite of external contractors.

We’re looking for a passionate and experienced digital marketer to grow our impact, overseeing:

- eDMs, blog and social media content for employers and jobseekers
- Marketing collateral for employers and jobseekers
- Partnerships with other organisations
- Growth in user numbers and engagement with our site and emails
- Overall marketing and communications strategy, execution and reporting

. . . as well as advising on future hires as we build our comms & marketing team.

About You

You’re a well-rounded and **experienced marketer and communicator**.

You can initiate and drive a **comms & marketing strategy** for the organisation, but you’re equally happy rolling up your sleeves and getting stuck into the day-to-day details of executing a marketing plan.

You’re a **wordsmith** who loves crafting compelling, polished copy, whether it’s a single sentence on a website or an in-depth blog post.

You're **self-motivated**; you relentlessly strive to achieve results and are unwilling to leave problems unsolved.

You're **detail and process-oriented**, but flexible enough to adapt your ideas for optimal results, and open to feedback and collaboration.

You're extremely **organised and reliable**.

You're keen to make a **positive impact every day**.

Ideally (though it's not essential) you have experience **leading a small, high performing marketing team** to meet the needs of a growing organisation.

And finally, you're excited about our **vision of a better world** and would love the challenge of playing an essential role in a fast-growing social enterprise.

Selection Criteria

Essential:

1. 5+ years experience in marketing and communications for a tech company, online service or social enterprise.
2. Experience defining and executing successful marketing and communication strategies to align with organisation-wide goals
3. Experience with writing and editing powerful copy
4. Experience working on day-to-day execution of communication or marketing campaigns
5. Incredible attention to detail
6. Experience with project management, including managing schedules and deadlines for multiple projects
7. Experience managing partnerships with external agencies, partners or contractors
8. Experience analysing and presenting qualitative and quantitative data
9. Excellent communication skills and an ability to interact with a diverse range of people
10. Experience in content ideation and development
11. Demonstrated interest in working for a better world

Desirable:

1. Experience managing a small team
2. Experience working or volunteering in and/or knowledge of the Not-for-Profit sector in Australia
3. Experience in HR or knowledge of People and Culture issues

Salary: We're happy to pay you commensurate with your experience. Contact us if you'd like details.

Reports to: General Manager

Direct Reports: One

What do you get beyond a great remuneration package?

- We're all currently working remotely, but once restrictions ease, you'll get:
 - A beautiful office, close to public transport and great food on Smith St
 - In-house massage-therapist – visits every 2 weeks to give everyone a 15 minute massage
 - A light- and plant-filled work space, with beautiful outdoor deck for outdoor meetings and drinks

- A standing desk
- Unlimited chocolate, fruit, nuts, tea and coffee
- Team lunch every Wednesday
- Pet-friendly workplace – a number of staff regularly bring their dogs in to make the office more fun
- Paid professional development days
- The opportunity to have a real impact on the work of over 6,000 charities and social enterprises across Australia!

Excited?

To apply, please include in your application:

- A 1-page cover letter that succinctly outlines your relevant experience in relation to the selection criteria (please make it amazing!); and
- A copy of your CV;

Questions? If you have any questions about the role please email [maddie \[at\] ethicaljobs.com.au](mailto:maddie@ethicaljobs.com.au)

NB: Women and people of diverse gender, age, cultural backgrounds and with disabilities are strongly encouraged to apply.

Applications Deadline: 9am, Monday 17 August 2020