



Position Description: Digital Marketing and Communications Coordinator

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| Job family | Business Growth and Positioning |
| Workforce capability framework level | Corporate and Service Support Level |
| Reporting to | Communications Manager |
| Directly supervising | N/A |
| Date prepared | 23 November 2020 |

Position purpose

Use your communication and creative skills to produce engaging content across a variety of digital media channels. Working with the Marketing and Fundraising teams, this role will provide support for our communications strategy, marketing activity and digital platforms, including social media and company websites. The purpose of the role is to promote our essential services to parents and professionals and communicate our story and purpose in a meaningful way to donors and potential funders.

Key Accountabilities will include:

- Supporting the Marketing Manager and Communications Manager to implement the integrated marketing plan.
- Working collaboratively with the broader organisation to develop digital content for new products and services.
- Planning, developing and reporting on email campaigns and monthly email newsletters.
- Implementing and monitoring SEO, Facebook Ads and Google Ads campaigns, and building insights to drive improvement.
- Producing engaging written content, digital assets and videos to be used across our website and social media platforms.
- Monitoring and developing existing social media channels and exploring potential new channels.
- Supporting the ongoing development and maintenance of company websites and working with the external website agency when required.
- Supporting the Fundraising team to acknowledge funders and partners in meaningful and creative ways.
- Assisting the Fundraising and Marketing teams to develop strategies and content for specific digital fundraising campaigns and events.

To be eligible for this role, you must have:

- A degree in Marketing, Communications or Digital Media.
- At least 1-2 years' experience in digital marketing, communications or a similar role.
- Experience with social media strategy, email marketing, web content management system and other digital technologies.
- Strong written communication skills and attention to detail.
- Graphic design experience.
- Ability to produce and edit videos for digital platforms.
- Proven planning and organisational skills and the ability to manage competing priorities.

- Proficient in Microsoft Office Suite: Word, Excel and PowerPoint.
- Experience using Google Analytics, Facebook Ads Manager and Google Ads
- Experience using Canva or Adobe Creative Suite (Indesign, Photoshop, Illustrator)
- Experience with digital fundraising activities (desirable)
- Experience using Wordpress or similar CMS (desirable)
- Experience using Campaign Monitor or similar email platform (desirable)

| Document Control | | |
|--|------------|----------------|
| Completed by: Sophie Mail | | Date: 23/11/20 |
| Reviewed by: Rachel Henze | | Date: 23/11/20 |
| Employee sign off and acceptance | | |
| I have read, understand, and accept the expectations of the Digital Marketing and Communications Coordinator Role. | | |
| Employee: | Signature: | Date: |

The statements within this PD are intended to describe the general nature and level of the work being performed. This is not an exhaustive list of all duties and responsibilities associated with the position. Management reserves the right to amend and change responsibilities to meet business and organisational needs as necessary.

Please print this page only, sign your acceptance, and return this page only to Human Resources at Learning Links

Strategic core requirements

| Key responsibility areas | Capability requirements | Key performance measures |
|---|---|--|
| Sector and organisation purpose and values | <ul style="list-style-type: none"> • General knowledge of human rights-based approaches to supporting a person with a disability, and the individual and community context of disability. • Understands the role, vision, mission and values of the organisation. • Aligns with sector and organisation approaches and values. • Understands the strategic direction under which the organisation operates. | <ul style="list-style-type: none"> • Behaviour is consistently professional and meets the requirements of Learning Links code of conduct. • Key messages are delivered to internal and external stakeholders in line with Learning Links' vision, mission and values. |
| Leadership and teamwork | <ul style="list-style-type: none"> • Supports other team members, sharing knowledge and information. • Participates in professional team meetings. • Plans and schedules own work independently. • Monitors progress against work plans and with guidance, takes appropriate corrective action. | <ul style="list-style-type: none"> • Works with Marketing Manager, Communications Manager and Fundraising team to ensure marketing, communications and fundraising plans are successfully executed. • Continuously reviews KPIs as individual, to ensure objectives are on target. • Supports broader LL staff on marketing, communications and fundraising related matters. |
| Communication | <ul style="list-style-type: none"> • Uses positive communication techniques and adapts own style to needs of other person. • Has good listening skills and seeks, provides and/or shares information in an appropriate and respectful manner. | <ul style="list-style-type: none"> • All written and verbal communication delivered to a high standard to achieve identified outcomes. • Work collaboratively with staff across Learning Links departments to create engagement. • Participates in weekly Marketing meetings with Education and Allied Health team to ensure needs are being supported. • Participates in monthly Marketing meetings with Early Childhood team to ensure needs are being supported. |
| Customer relationships | <ul style="list-style-type: none"> • Develops the capability to effectively assist customers to address/resolve a range of their needs and expectations. • Develops working relationships with other work areas to assist in customer service. • Able to work with other teams or service providers. • Understands diversity and confidentiality requirements. • When required, involves more experienced staff in the more sensitive or serious matters. • Develops working relationships with stakeholders. | <ul style="list-style-type: none"> • Aligns all communication and responds to customers effectively • Supports Fundraising team to implement digital engagement strategy and develops content to nurture relationships with our funders and supporters including Clubs, Trusts & Foundations, Corporate Partnerships • With support, liaise with funders' digital and marketing teams to coordinate photo shoots and interviews at Learning Links and or schools. • Helps Communications Manager to build customer insights through social media, feedback and web/email marketing analytics to better understand the needs of customer. |

| Key responsibility areas | Capability requirements | Key performance measures |
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| Personal accountability | <ul style="list-style-type: none"> • Ensures adherence to organisation policies and procedures and all relevant government legislation and relevant standards. • Recommends changes to procedures and quality standards that may impact across other work areas. • Analyses and mitigates risk. Ensures appropriate use of resources. • Encourages others to make a positive contribution to the work environment and to health, safety and wellbeing. • Adopts a professional approach to personal accountability. • Develops the capability to promote and market service offerings. | <ul style="list-style-type: none"> • Comply with Learning Links WHS & incident management policies and processes and report and incidents and accidents to Supervisor/HR Manager. • Adheres to the digital content policy and procedure for releasing images and video of our children, families and colleagues. This policy will protect our children and families as well as having clear guidelines and restrictions to the use of images and videos of Learning Links children. |
| Innovation | <ul style="list-style-type: none"> • Identifies opportunities for innovation. • Adopts a creative and resourceful approach. • Takes personal responsibility for continuous improvement and quality in own work. • Solves most problems in own work and participates in wider problem identification and resolution tasks. | <ul style="list-style-type: none"> • Researching and understanding specialist topics such as therapy, psychology, early childhood intervention, disabilities and learning difficulties. • Supporting Communications Manager in sourcing interesting and relevant content relevant for our customers, partners, and staff. • Puts forward ideas for engaging with and acknowledging our funders and partners. • Stays up to date with all new digital communication technology and put forward new and innovative ways in which to communicate to our target markets. • Stays up to date with digital fundraising initiatives. |
| Experience and qualifications | <ul style="list-style-type: none"> • A relevant tertiary qualification and/or equivalent knowledge and experience. • Undertakes regular professional development. | <ul style="list-style-type: none"> • Demonstrated experience and or qualifications in marketing, communication or media. • Demonstrated excellent written communication skills. • Relevant experience using Adobe Creative Suite (Indesign, Photoshop, Illustrator) or Canva • Experience with web content management systems, email platforms, social media and other digital technologies. • Experience in video production and editing. • Experience with reporting and analytics. • Ability to manage SEM (Google Ads) and Facebook Ads campaigns. • Understanding of the basic principles of SEO. |

Functional requirements

| Key responsibility areas | Capability requirements | Key performance measures |
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| Stakeholder engagement and relationships | <ul style="list-style-type: none"> Under guidance, implements specific local stakeholder engagement activities and/or assist staff in the implementation of wider stakeholder engagement activities and plans. Builds and participates in local networks, learning to representing the organisation appropriately. | <ul style="list-style-type: none"> Maintaining relationships with internal and external clients. Presents relevant information at Education and Allied Health and Early Childhood meetings. |
| Marketing, communications / brand & Position | <ul style="list-style-type: none"> Assists Marketing Manager and Communications Manager with the implementation of internal and external communications/ marketing plans for specified organisation activities. Assists with tracking the progress of digital projects. Collects, analyses straightforward digital data. Learns to assist with development and implementation of plans and associated material. Assists in maintaining organisation resources associated with brand image and position. Designs associated material in-house or in conjunction with external agencies. | <ul style="list-style-type: none"> To adhere to Learning Links' key marketing messages and philosophy and uphold Learning Links' professional and caring reputation. Supports ongoing development and maintenance of company websites. Monitors and develops social media channels. Implements and monitors SEM, SEO and paid online marketing campaigns. Plans, develops and reports on email campaigns and monthly email newsletters. Adapts website and long-form articles to create engaging social media content. Develops infographics, assets and videos for use across digital channels. Develops marketing collateral to a high standard within Learning Links' brand guidelines. Assists at events, stalls and other marketing activities as required. |
| Fundraising and donor support | <ul style="list-style-type: none"> Develops understanding of policies, processes and protocols relevant to fundraising, donor acquisition/support and volunteers/members. Assists Fundraising team with straightforward components of campaigns and projects, including meeting revenue/supporter targets. Assists with planning, development, implementation and/or review of related processes. | <ul style="list-style-type: none"> Assisting the Fundraising and Marketing teams to develop strategies, and content for specific digital fundraising campaigns and events. Supporting the Fundraising team to acknowledge funders and partners in meaningful and creative ways. Monitoring and creating opportunities to facilitate more traffic to Learning Links donation page. With support, liaises and collaborates with our partner's digital media and marketing teams. |

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| Product and service development | <ul style="list-style-type: none">• Assists with detail work on product/service requirements, distribution and documentation.• Assists with collection and analysis of straightforward data.• Undertakes tasks associated with product/service design. | <ul style="list-style-type: none">• Supports with digital analytics and reports, where required. |