



POSITION DESCRIPTION DIGITAL ENGAGEMENT MANAGER

 ruok.org.au

 fb.com/ruokday

 youtube.com/ruokday

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Digital Engagement Manager

Position Description

Job Title	Digital Engagement Manager
Reports to	Chief Operating Officer
Relates to	<ul style="list-style-type: none"> • Consumers • Stakeholders • R U OK? staff Works closely with: <ul style="list-style-type: none"> • Campaign Manager • Brand & Marketing Manager • Marketing Manager
Type of position	Full Time Employee
Location	R U OK? offer a flexible working environment. Our office is located in Millers Point, Sydney. We accommodate a mix of office based and remote work.
Qualifications and Experience required	<ul style="list-style-type: none"> • Appropriate tertiary Digital, Communications or Marketing qualifications, or equivalent experience • At least five (5) years' experience in a similar role
Other information	<ul style="list-style-type: none"> • Ability to work in a small dynamic team • Required to be highly flexible as campaign demands fluctuate at peak times • Subject to a Police Check and Working with Children Check • An interest and passion for suicide prevention

Primary Purpose

The Digital Engagement Manager is primarily responsible for the delivery and amplification of R U OK? campaigns and information through digital channels. Key considerations for this role are continued awareness and growth in engagement whilst ensuring the mission of R U OK? and our values are represented positively, consistently and accurately.

The successful candidate will be an experienced digital marketer with a strong background in managing online communities and content curation, proven experience in maximising user engagement and interaction through digital innovation, a focus on strengthening audience engagement and technical expertise across SEM and e-marketing platforms.

	Key Performance Indicators	Measures
1.	Content creation, delivery and optimisation across digital and social media channels	<ul style="list-style-type: none"> • Increased reach and engagement across all channels • Expansion of content library to encourage audience growth and deepen engagement with new and existing activities
2.	Moderate social media channels and online communities	<ul style="list-style-type: none"> • Appropriate handling of any necessary interventions and timely escalation of issues

3.	Digital development	<ul style="list-style-type: none"> Enhanced processes and projects along with innovative developments to increase national and targeted reach and engagement
4.	Drive the development of web-ready, SEO-optimised, accessible web content that engages and educates supporters	<ul style="list-style-type: none"> Effective website management including a continued positive relationship with website developers Increased dashboard metrics and user experience feedback Increased awareness and participation in R U OK? activities Increased traffic to the website from existing and new sources
5.	Actively contributes to team cohesion and effectiveness	<ul style="list-style-type: none"> Attendance at regular team and stakeholder meetings Support wider R U OK? Team with timely updates about digital initiatives and metrics.

Responsibilities

The responsibilities of this role include:

- Develop dynamic and ambitious digital engagement strategies that educate and empower supporters of R U OK? and inspire meaningful conversations
- Create and optimise digital content that is engaging, current and relevant to the audience/s
- Support organisational objectives and campaign activity through effective SEO/SEM, paid social and owned content development and strategy
- Manage and implement the content calendar to align with and amplify campaign specific and always-on messaging
- Manage the website and website content strategy
- Moderate R U OK?'s online communities in line with R U OK? guidelines
- Enhance the user experience across R U OK?'s digital channels
- Collaborate on the development of automated cross-channel engagement and conversion journeys
- Ensure all online activities comply with usability, accessibility and best practice guidelines
- Ensure the organisation takes advantage of appropriate new engagement technologies and approaches by staying up to date with the latest digital innovations, trends and opportunities
- Maintain positive relationships and collaborations with mental health and suicide prevention sector partners
- Build and maintain knowledge of digital mental health offerings and consider potential collaborations and/or referral pathways
- Represent R U OK? at meetings and events where appropriate
- Work with the COO to evaluate and review the effectiveness of campaigns
- Work within any identified budget parameters
- Other tasks as required from time to time

Reporting Requirements	When
Campaign tracking and evaluation	As required
Impact Measurement report	Annually
Incident report of injury (OH&S)	Within 2 hours of incident
Relevant sections for Annual Report	Annually
Relevant sections for Board Report	Quarterly
Relevant sections for Government and funders	As required
Work in Progress (WIP) meetings	Weekly

Selection Criteria

The successful candidate is expected to have skills, knowledge and experience in the following areas (please give a relevant example to demonstrate your capability):

1. Appropriate tertiary Digital, Communications or Marketing qualifications, or equivalent experience – at least five (5) years' experience in a similar role
2. Deep understanding of digital marketing strategies and tactics across a range of channels including social media, search marketing, lead generation and web analytics
3. Strong organisational and project management skills with impeccable attention to detail and the ability to develop goals and plans and allocate resources accordingly to prioritise work to meet deadlines
4. Ability to execute brand toolkit and style guide
5. Familiarity and understanding of website development, user experience design and information architecture
6. Strong presentation skills and the ability to communicate and develop relationships with a diverse range of both internal and external stakeholders and suppliers
7. Excellent written and verbal communication skills
8. An appreciation for the diverse range of R U OK? audiences e.g. culturally and linguistically diverse, vulnerable communities, those experiencing sensory loss, etc.
9. Demonstrated experience using digital platforms including email marketing platforms (Pardot preferred), Facebook, Twitter, Instagram, LinkedIn and others
10. Proficient in Microsoft Office 365 and CRM use (Salesforce preferred)
11. Ability to support and encourage the team's performance to achieve outcomes
12. Cultural fit with the values and mission of R U OK?

Remuneration and Conditions

- Permanent full-time employment agreement
- Commencing as soon as practical
- Mid-tier salary commensurate with the successful applicant's skills and experience

About R U OK?

R U OK? is a charity dedicated to creating a world where we are all connected and protected from suicide. We're a small team that cares a lot about this issue. We welcome a team member who is passionate, will hit the ground running, be a team player and love their work as much as we do.

What you should know

Preventing suicide is one of the biggest challenges of our generation. It is a challenging and complex area to work in as the impact and effect of suicide in Australia is profound.

R U OK? is a conversation movement working for long term behaviour change by helping people connect with one another. We live by our vision and work passionately towards a world where people are connected and protected from suicide.

It is often said by those who work in the mental health and suicide prevention sector that you can be personally impacted by the stories and interactions of those you meet. Lived experience is welcomed in this role and a supportive environment is central to our team wellbeing. Empathy and an approachable persona are highly desirable attributes for this role, and an external network of family and friends is encouraged.

Highly regarded qualities include:

- Demonstrated understanding and commitment to the values of R U OK?
- Relationship driven and person-centric focus
- An ability to remain calm and organised during peak campaign periods
- An ability to work as part of a high performing team
- A commitment to self-care

Is this role for you

To express interest in this role, please email your Cover Letter and CV to recruitment@ruok.org.au addressing these points in the Cover Letter:

- What you can bring to the role
- Why this is a passion of yours
- A work project you are most proud of
- How you work in a team
- Anything else you think we should know

Applications close 5 March 2021.

If you have any questions, please email: recruitment@ruok.org.au