


 Believing In Children, Young People, Families & Their Future.	<b>Position Title:</b> Marketing Specialist	<b>Team:</b> Strategic Engagement	  
	<b>Band:</b> A	<b>Salary:</b> To be negotiated	<b>Date:</b> April 2021

<b>OUR VISION AND PURPOSE</b>	<b>ROLE CONTEXT</b>
<p><b>We believe children, young people and families should be safe, thriving and hopeful.</b></p> <p><b>Our Vision for 2022: Together we will courageously change lives and reimagine service systems.</b></p> <p>For over 140 years, Berry Street has adapted to a changing world, and we will continue to adapt to achieve our purpose.</p> <p>Berry Street will continue to be a strong and independent voice for the children, young people and families with whom we work. In collaboration with others, we will advocate for investment in early intervention and prevention services that enable families to be safe and stay together. We will use approaches that are culturally safe and informed by the best evidence available. We will measure and learn from the impact of our work, and we will continually contemporise our models of practice.</p> <p><b>We look forward to working with children, young people, families, carers, staff and partners to achieve this vision. Together.</b></p>	<p>The Marketing Specialist is responsible for planning and implementing a range of marketing initiatives across multiple channels to drive traffic, conversions and engagement.</p> <p>Reporting to the Marketing Manager, this role sits within an integrated marketing team and is responsible for managing Berry Street’s social media presence as well as helping to deliver best practice activity and campaigns, particularly in the digital marketing space.</p> <p>The successful candidate will be a positive team player with a ‘can do’ attitude and high attention to detail. They will be customer focussed and technically astute, with proven digital communications and integrated marketing skills.</p>
<b>OUR VALUES</b>	<b>PRIMARY OBJECTIVES OF THE ROLE</b>
<p><b>We expect all staff to apply these Values in all aspects of their work.</b></p> <p><b>Courage:</b> to never give up, maintain hope and advocate for a ‘fair go’</p> <p><b>Integrity:</b> to be true to our word</p> <p><b>Respect:</b> to acknowledge each person’s culture, traditions, identity, rights, needs and aspirations</p> <p><b>Accountability:</b> to constantly look at how we can improve, using knowledge and experience of what works, and ensure that all our resources and assets are used in the best possible way</p> <p><b>Working Together:</b> to work with our clients, each other and our colleagues to share knowledge, ideas, resources and skills</p>	<p>The primary objectives of the role are to:</p> <ul style="list-style-type: none"> <li>• Work closely with the Marketing Manager to plan effective digital marketing activity.</li> <li>• Manage our dedicated external media agency in coordinating and implementing digital marketing campaigns and initiatives across organic and paid channels.</li> <li>• Day to day management and monitoring of Berry Street social media channels (Facebook/Twitter/Instagram/LinkedIn), including proactive content planning and development, community management, reporting on results and optimising activity accordingly.</li> <li>• Brief agencies and designers around developing and implementing digital marketing campaigns and initiatives.</li> <li>• Manage end to end digital campaign initiatives and help coordinate digital marketing projects, including fundraising and key program offerings.</li> <li>• Write and edit marketing copy to support campaigns including for social, EDMs and landing pages.</li> <li>• Support offline marketing campaigns and initiatives as required.</li> <li>• Analyse, optimise and report on digital marketing activities and campaign initiatives.</li> </ul>
	<b>REPORTING RELATIONSHIPS</b>
	<p>This role is based at our Richmond Office, Wurundjeri Country. From September 2021 it will be based from our Eaglemont Office, Wurundjeri Country.</p> <p>This role reports to the Marketing Manager who will provide supervision and review.</p>

## EXPECTATIONS

- Conduct oneself in accordance with the Berry Street Code of Conduct which is underpinned by the values of accountability, courage, integrity, respect and working together within the principles of continuous improvement and occupational health and safety.
- Berry Street is committed to service delivery that prioritises diversity and inclusion. We aim to ensure every individual is treated with dignity and respect regardless of their cultural background, ability, ethnicity, gender identity, sexual orientation, spirituality or religion.
- Berry Street is committed to being a child safe, child friendly and child empowering organisation. In everything we do we seek to protect children. We are committed to the cultural safety of Aboriginal and Torres Strait Islander children; children from culturally and/or linguistically diverse backgrounds; children with a disability; children who identify with a sexual and or gender minority identity.

## KEY SELECTION CRITERIA: KNOWLEDGE, SKILLS AND ABILITIES REQUIRED TO FULFIL THE ROLE

- Demonstrated experience in managing and monitoring an active and engaged social media community across multiple platforms for a large/complex organisation.
- Demonstrated experience in planning and executing effective EDM campaigns.
- Experience in building customer journeys and implementing them using email automation tools/platforms.
- Strong technical skills including hands-on experience using CMSs, email systems and Google Analytics.
- Experience writing and managing social media communications across different platforms for organic and paid activity.
- Good analytical skills with experience analysing digital marketing activities.
- Digital project management experience, across campaigns and websites.
- Ability to liaise with agencies to brief in work and help drive value for Berry Street.
- Ability to work effectively with a range of stakeholders, setting clear expectations on deliverables and timelines.
- Ability to understand the digital strategy in the broader context of integrated campaigns and organisational strategy.
- Exceptional organisation and attention to detail.
- Ability to work independently and show initiative in looking for improvement opportunities.
- Team player, collaborative, with a 'can do' solutions-oriented attitude.
- Excellent written and oral communication skills (including public speaking, presentations and facilitation skills).
- Demonstrated ability to flexibly manage competing priorities and stressful situations, monitoring own stress levels and practising and promoting self-care strategies.

## QUALIFICATIONS AND OTHER REQUIREMENTS

- A tertiary qualification in Marketing, Communications, Business or related area.
- Staff must hold a valid WWCC, current drivers licence at all times and undergo a Criminal Records Check prior to employment. Subsequently, staff must report any criminal charges or court appearances.

## DESIRABLE

- Experience with Drupal / Craft CMS / MailChimp.
- Basic knowledge of Adobe Creative Suite programs.
- Experience in a fast-paced not-for-profit or cause-based environment.

## KEY ACCOUNTABILITIES AND RESPONSIBILITIES

ACCOUNTABILITY	SPECIFIC RESPONSIBILITIES
<b>Email planning and execution</b>	<ul style="list-style-type: none"> <li>Plan, write, create and execute email campaigns in line with marketing and campaign plans.</li> <li>Gain in-depth knowledge of email platform (eg. MailChimp) and ensure functionality is fully utilised to drive best results.</li> <li>Use a test and learn approach, devising various tests and feeding results into subsequent campaigns.</li> <li>Create customer journeys and implement them using marketing automation tools/platform.</li> <li>Understand best practice and industry trends to ensure the channel is optimised accordingly.</li> </ul>
<b>Social (including paid) media management</b>	<ul style="list-style-type: none"> <li>Manage Berry Street social media channels (Facebook, Instagram, Twitter, LinkedIn) including content planning, upload, daily monitoring and responses as required.</li> <li>When monitoring social media, continually manage any risks related to offensive/inappropriate comments and act expediently to escalate issues or concerns to direct manager.</li> <li>Plan and implement paid social media activity in the context of marketing and campaign plans, liaising closely with relevant stakeholders as required.</li> <li>Understand best practice and industry trends to ensure Berry Street social channels and budgets are leveraged effectively.</li> </ul>
<b>Campaign and project planning</b>	<ul style="list-style-type: none"> <li>Plan end to end digital marketing campaigns to meet specific objectives, liaising with key stakeholders as required.</li> <li>Manage digital marketing projects end to end including planning across multiple digital channels, consulting with stakeholders and agencies, execution, reporting/analysis and optimisation.</li> <li>Build digital assets for planned campaigns including eDMs and social posts.</li> </ul>
<b>Stakeholder management</b>	<ul style="list-style-type: none"> <li>Receive, interpret and respond to briefs from stakeholders within Berry Street.</li> <li>Communicate efficiently and clearly with stakeholders, particularly regarding work/deliverables they have requested.</li> <li>Work collaboratively with stakeholders to meet their needs but also to add value and insight into their decision making.</li> <li>Act as a digital marketing subject matter expert to provide advice, insight and recommendation to stakeholders.</li> </ul>
<b>Agency/supplier coordination</b>	<ul style="list-style-type: none"> <li>Brief agencies and designers around developing and implementing digital marketing campaigns and initiatives.</li> <li>Ensure supplied design/services meet objectives, pushing for continuous quality improvement and/or value for money.</li> </ul>
<b>Analysis &amp; reporting</b>	<ul style="list-style-type: none"> <li>Regularly report on results of digital marketing activities and campaigns.</li> <li>Draw insights from trends over time to optimise future plans and activities.</li> <li>Liaise closely with other Marketing team members to see digital marketing results in broader context of overall marketing strategy.</li> </ul>



Believing In Children,  
Young People, Families  
& Their Future.

## INHERENT REQUIREMENTS OF WORK ACTIVITIES / ENVIRONMENT

Following is a table that outlines the main physical and psychological requirements of the position.

Element	Key Activity	Frequency
<b>Work Environment</b>	Manage demanding and changing workloads and competing priorities.	Daily
	Work in a team environment.	Daily
	Work in different geographic locations.	Occasionally
	Be exposed to all outdoor weather conditions.	Rarely
	Work in unstructured environments (e.g. outreach).	Occasionally
	Work office hours with the possibility of extended hours.	Regular
	Work on-call after hours.	Rarely
	Work in an open plan office.	Daily
	Work in buildings which may be two-storey.	Regular
	Sit at a computer or in meetings for extended periods.	Daily
	Work in an environment with competing demands.	Daily
<b>People Contact</b>	Liaise with government, non-government and community organisations.	Rarely
	Undertake training and professional development activities.	Occasionally
<b>Administrative Tasks</b>	Undertake administrative tasks which may include the following: computer work, filing, writing reports, case notes/plans and client records, participating in meetings, concentrating for long periods of time, managing resources and budget and researching and analysing information and data.	Daily
	Use technology including photocopier, telephones including mobiles, fax, overhead projectors, televisions, videos, and electronic whiteboards.	Daily
<b>Transport</b>	Drive vehicles possibly over long distances and in all traffic and weather conditions.	Rarely