



POSITION DESCRIPTION

Digital Marketing Assistant

About Us

Earthwatch Institute is a leading global environmental not for profit organisation, committed to conserving the diversity and integrity of life on Earth to meet the needs of current and future generations.

Founded in 1971, and with five offices around the globe, we aim to empower people to save the natural world. We do this by engaging the community directly in environmental and sustainability experiences through Work (corporate programs), Life (student and teacher programs) and Play (public expeditions). This hands on experience bridges the gap between science and the community, creating an informed society that can translate scientific knowledge into sustainable action.

Earthwatch Institute is the largest citizen science business in Australia. We focus our research on the most critical issues facing our planet (climate change, ocean health, restoring our iconic landscape and protecting our unique wildlife), and have supported thousands of research expeditions across the globe.

We are a small, yet powerful organisation united in the following values:

Responsibility: The wellbeing of our staff, researchers, volunteers and the environments in which we work is at the core of our operations

Integrity: We act at all times in good faith and with exemplary honesty and transparency

Professionalism: All of our actions demonstrate our commitment to the highest standards of professionalism and service

Inspiration: We are inspired by our work and we seek to inspire others with experiences and knowledge that enable them to take action

Inclusion: We are greater than the sum of our parts; we collaborate with others and bring together diverse backgrounds with dignity, respect and fairness

The Role

We're looking for a part-time Digital Marketing Assistant, with the experience to grow our online web and social media presence and supporter base. This position is responsible for the ongoing maintenance (customer facing and backend), design and content of our websites and information management. Reporting to the Impact and Communications Officer, this position will analyse and increase our traffic and reach, collaborating in the creation and delivery of effective marketing campaigns.

Ready to invest your tech and social media skills to help the environment? If so, we're excited in what you can bring to our team.

Key Accountabilities

1. Website & mobile application management
2. Assist with digital media initiatives & marketing campaigns
3. Information Management
4. Other duties

1. Website & mobile application management

- Working with external providers, evolve and maintain the ClimateWatch mobile application, troubleshooting and debugging issues in a prompt and timely manner
- Plan and maintain architecture for websites
- Keep the Earthwatch Institute Australia, Kids Teaching Kids and ClimateWatch websites up to date and accurate, in accordance with changing needs:
 - Maintain and create content
 - Proof & post news articles, updates and ads as required
 - Effectively troubleshoot issues and bugs (this may be in liaison with local & international suppliers)
- Consistently review and assess our sites to improve navigation and user experience
- Evaluate and manage website performance and provide analytics when needed
- Improve our SEO and initiate new ways to enhance and develop website presence
- Use your knowledge of traffic drivers to convert more visitors into Earthwatch supporters
- Ensure that all domains are effectively maintained
- Process newsletter sign ups and handle all enquiries that come through the websites

2. Assist with digital media initiatives & marketing campaigns

- Work with the Impact & Communications Officer to:
 - Facilitate Earthwatch's plan and vision for the website and marketing plans

- Ensure that web & social media posts are consistent and effective
- Analyse the feedback/following to benchmark performance
- Improve our digital visibility and following on social media

3. Information Management

- Maintain accurate and up to date CRM data for Earthwatch customers, sponsors and donors
- Perform data analytics on e-News campaigns, fundraising appeals and other data segmentation requirements
- Manage all incoming data files and work with the Executive team to develop data management strategies
- Create rules and procedures for data sharing
- Assist with recognizing and upholding digital security systems to protect delicate information

4. Other duties that support our mission

- Participate in staff meetings, workshops, webinars and training activities as required
- Undertake other duties as required

About you

You're a natural social media whizz, with a strong aptitude for technology and are looking for a position which fits in with your busy life! You're highly confident in SEO and your ability to take an organisations media presence to the next level. You're detail driven, adept in analysing the why and the how, a proven trouble-shooter and able to deliver on time, every time. You're keen to work within a small team, supported by other high performing colleagues and form part of a culture that promotes collaboration and outside the box thinking.

The Essentials

Requirements

- Be an Australian citizen or hold a valid work visa to work in Australia
- Current Working with Children Check or willingness to obtain
- Hold a relevant qualification in computer science/web management/systems engineering or similar

Essential Skills/Competencies

- Excellent communication and writing skills, including spelling, grammar, punctuation as well as composition, editing and proofing
- Meticulous attention to detail

- Proficiency in website design, back end development, mobile applications and maintenance
- Proficiency in Microsoft Office and Adobe Suite
- Understanding of HTML, word processing, spreadsheets and other programs which feed information to our sites
- Adept in social media platforms and online content management systems
- Experience in data management and analysis
- Understanding of domain management
- Demonstrated experience in using social media effectively to build audiences
- Strong organisational skills, with the ability to work to deadlines
- Outstanding problem solving skills

Desirable attributes

- Knowledge of Communicator or similar
- Experience in not-for-profit sector
- A keen interest in the environment

Key selection criteria

1. Demonstrated proficiency in website design, back end development, mobile applications and maintenance
2. Experience in data management and analysis
3. Adept in social media platforms & SEO
4. Strong organisational skills and the ability to work proactively and to deadlines
5. A collaborative team member, who easily builds rapport and can contribute to a positive work culture

What we offer

MODE OF EMPLOYMENT: Part-time (2 days per week, flexible. Ideally suited to someone who is looking to work for a few hours per day). 1 year fixed term contract (with potential to increase days/to permanency for the right candidate)

SALARY: As agreed, plus 9.5% superannuation (with future increases aligned with government schedules) and 20 days' annual leave (pro-rata)

STAFF BENEFITS:

- Supportive small team environment
- Green office space in Carlton
- Flexible work arrangements
- Employee Assistance Program
- Salary Packaging option
- Professional Development with upskilling support

Experience in working within the not-for-profit sector

REPORTS TO: Impact & Communications Officer

POSITION TITLES THAT REPORT TO THIS POSITION: None

INTERNAL RELATIONSHIPS: Earthwatch employees, volunteers/interns, Earthwatch international staff

EXTERNAL RELATIONSHIPS: Suppliers, IT providers

This is new role in a small company, so it should be noted that this outline cannot be representative of the full tasks list to be undertaken by the successful applicant. It is recognised that the duties of all roles can be subject to change from time to time. Alterations to duties and responsibilities within the scope of the role should be expected.

Earthwatch Australian is an equal opportunity employer and is committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants. Aboriginal and Torres Strait Islander people, people from culturally and linguistically diverse backgrounds, all genders, young people, LGBTQI people and people with a disability are encouraged to apply. Applicants must have the right to live and work in Australia to be considered for this job.

Love the sound of this opportunity, but can't check 100% of the boxes, get in touch! Send your queries to earth@earthwatch.org.au or call us on (03) 9016 7590.