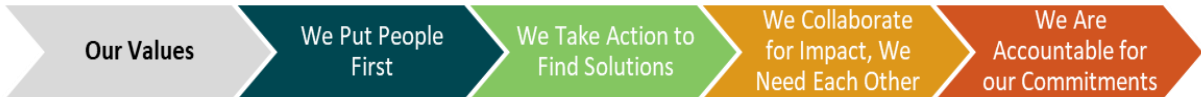


Job Title and Classification	Marketing Officer – L3
Location	Melbourne, VIC
Program/Department	Marketing and Communications
Position Status	Full Time
Accountable to	Marketing and Communications Manager
Direct Reports	N/A
Portfolio Scope	
<p>The position supports the achievements of Greening Australia (GA) through undertaking responsibilities in optimising GA’s social channels and website to increase brand awareness and reach target audiences. This role will also support the broader marketing and communications team to meet GA’s business goals.</p> <p>You will be part of a growing team and organisation, working in a dynamic and fast-paced environment so bringing your 'can do' attitude is essential to our success at Greening Australia</p>	
Stakeholders	
Internal	<ul style="list-style-type: none"> • Marketing and Communications team • Commercial, Foundation and Land Accumulation teams • Enterprise – BCC, GA Seed • All staff of Greening Australia
External	<ul style="list-style-type: none"> • Agencies (design, digital, marketing, PR) • Greening Australia clients and supporters
Key Position Accountabilities and Outcomes	
<ul style="list-style-type: none"> • Manage scheduling and delivery of content on Greening Australia social channels and website • Community management of social channels • Setting up and running advertising on social advertising platforms and reporting • Monitor social media engagement and web traffic metrics and work with Digital Marketing Coordinator to optimise results • Develop creative and copy for digital ads and organic content • Propose creative approaches and ideas to build online communities and customer relationships • Work with Digital Marketing Coordinator on insights into improving engagement and increasing audiences • Ensure brand consistency • Deliver requirements for marketing and fundraising campaigns under direction from the team • Support broader marketing and communications team with tasks such as research, events and shoot coordination • Management of external communications enquiries (ie. communications mailbox) 	
Position Requirements	
Essential	<ul style="list-style-type: none"> • Tertiary qualification in a marketing-related field • 1-2 years’ experience working in digital marketing, primarily with social media • Demonstrated experience in social media platforms such as Facebook, Twitter, LinkedIn, YouTube. • Experience in digital content creation and managing social media accounts • Ability to adjust writing styles to fit a range of channels and audiences • High level of proficiency in Microsoft Office (Outlook, Word, Excel and PowerPoint)

	<ul style="list-style-type: none"> • Customer orientation and the ability to build strong relationships with internal stakeholders at a range of levels • Be creatively minded and enjoy working within a fast-paced environment • Excellent organisational and time management skills • Attention to detail and persistence to see projects and tasks through to completion. • Passionate about engaging audiences and growing the Greening Australia brand • Ability to effectively manage multiple tasks simultaneously. • Interest in the environment and/or conservation
Desirable	<ul style="list-style-type: none"> • Experience with SEO, Google analytics and social media reporting • Experience of setting up digital advertising on platforms • Experience using WordPress or similar CMS • Familiarity with email marketing systems would be an advantage • Experience in Adobe Creative Suite (Photoshop, InDesign and Illustrator)
Key Performance Indicators	
<p>Specific achievement requirements and targets for the function and scope of the role are determined each year and are subject to ongoing discussion as an integral element of the Performance Development and Review process operated by Greening Australia. All KPI's are listed in individual My Action Plans (MAPS) and are derived from the Annual Business Plan of each program/business area.</p>	
Competency Framework	
<p>The <u>Greening Australia Competency Framework</u> identifies the skills needed to successfully complete the Accountabilities and Outcomes of each role. Our <u>core competencies</u> are linked directly to the Greening Australia Values and are as follows:</p> <ol style="list-style-type: none"> 1. Knowledge and Capability 2. Accountability 3. Leadership 4. Communication 5. Collaboration 6. Innovation & Strategy 7. Project Management 8. WHS Leadership <div data-bbox="193 1563 1399 1659" style="text-align: center;">  </div>	