

POSITION DESCRIPTION

Date	May 2021
Position Title	Digital Marketing Officer
Reports to (position title)	Marketing Manager
Department	Client Engagement

Organisational Context

bestchance Child Family Care is an independent, not-for-profit, community organisation with offices in Glen Waverley, Bayswater and Pakenham, Victoria, Australia.

bestchance adopts an innovative and holistic approach to assisting young children and families by integrating a range of specialist family oriented educational and welfare community services. The range of programs delivered include Early Childhood Education and Care (ECEC) Family Day Care, Kindergarten, Child Care; Children's Therapy, Parent and Child Support, Training, Community Support and Cheshire, an independent, specialist primary school for children with social, emotional and learning difficulties.

These programs recognise that the early years of a child's life are the most formative and influential and we strive to adhere to the principles of 'best practice'. This commitment ensures that families are, at all times, respected as the experts on their children and supported in an environment that is strength based and family centred.

bestchance also works in partnership with families in managing a number of kindergartens under its Early Years Management Program.

bestchance is committed to implementing and adhering to the Child Safe standards including the development and implementation of people practices that reduce the chance of child abuse within the organisation, for which we advocate zero tolerance.

Health safety and wellbeing first, is an expectation of all, where staff implement local work instruction and processes aligned to organisation requirements and are accountable for their own safety and safety of others.

PURPOSE

For all children, families and individuals to thrive in their community.

VISION

Inclusion we include everyone regardless of their background, needs or circumstances

Care We nourish and nurture resilient relationships

Education We develop skills and knowledge to build capacity and resilience.

VALUES

Humility we focus on listening to better understand and meet needs

High Expectations we have high aspirations for our client outcomes and for the calibre of our services and staff

Innovation we embrace change based on critical reflection

Curiosity we seek new understandings and knowledge

Evidence we seek and generate evidence to evaluate and improve our programs

Challenge we look beyond the immediate to achieve different results

POSITION PURPOSE

The digital marketing officer will be responsible for creating, managing and reporting on digital marketing campaigns, developing various digital marketing materials, sourcing and creating content and updating online assets. This role will partner with each of our programs to engage key stakeholders, increase lead generation, and improve brand awareness.

PRIMARY OBJECTIVES

- Create and manage digital ad campaigns for bestchance programs
- Report on campaign progress and lead generation
- Monitor analytics for website traffic and goal completion
- Develop digital marketing materials
- Source and create content for digital marketing strategies
- Create and update online assets
- Enhance customer journey experience through automation, communication and content.

KEY RESULT AREAS AND RESPONSIBILITIES

- Demonstrate understanding of the different digital touch points, to drive highly effective digital campaigns, enhancing user experience, and delivering on marketing objectives.
- Partner with stakeholders to provide proactive service delivery and operational support
- Grow key business areas in line with strategic objectives of the business.
- Ensure accurate and effective reporting through analytics

KEY SELECTION CRITERIA

- Qualification in marketing, advertising, or equivalent.
- Active on social media.
- Knowledge of CMS.
- Excellent copywriting and copy editing skills.
- Highly organized.
- Strong computer literacy.
- Project management experience.
- Strong attention to detail.
- Knowledge of web analytics.
- Strong presentation skills.