



## Digital Marketing & Communications Manager

### – Position Description –

#### About Us

EthicalJobs.com.au is working to change the world, one job at a time.

We bridge the gap between thousands of not-for-profit organisations that strive to make our world a better place, and all the passionate, values-driven job-seekers who want to “work for a better world”.

As a for-profit social enterprise and one of Australia’s top job-search sites for the not-for-profit sector and beyond, **our platform supports the work of more than 7,000 for-purpose organisations** around the country, and has a passionate community of **320,000+ unique users using the site each month**. And we’re growing!

You’ll be joining a friendly, passionate and successful team of 29 people who share a vision of a more equitable, just and sustainable world.

Our spacious office in Collingwood has loads of natural light, high ceilings, standing desks, a large outdoor deck for lunch in the sun and drinks after work, and great food and coffee just around the corner.

#### About the role

In the 12 years since we launched EthicalJobs.com.au we’ve built a highly engaged and growing community of 320,000+ jobseekers who visit each month, and 7,000+ for-purpose employers that recruit through the platform.

We care deeply about how we engage with our users and employers, and we’ve spent over a decade honing our tone, message and engagement tactics.

We’re looking for someone to take on responsibility for continuing to build and engage with these communities (jobseekers and employers) both by iterating on our current marketing and comms tactics and by testing and trialing new ideas.

You’ll also be managing our current Communications Coordinator and additional team members as the team grows in future years.

We’re looking for a passionate and experienced digital marketer to grow our impact, overseeing:

- User data and insights
- eDMs for employers and jobseekers
- UX copywriting for jobseekers and employers
- Optimisation of the site and emails to drive growth in both user numbers and engagement
- Marketing collateral for employers
- Content planning for jobseekers and employers
- Partnerships with other organisations (focused on growth in jobseeker numbers)
- PPC ads focused on jobseekers (B2C)
- Overall marketing and communications strategy, execution and reporting

. . . as well as advising on future hires as we build our comms & marketing team.

## About You

We're seeking a **well-rounded, data-focused marketer** with a track record of striking the right balance between managing the delivery of proven marketing processes with the ability to deliver on new and impactful ideas.

You're someone who can plan a **comms & marketing strategy** but most of the time you're happy rolling up your sleeves and getting stuck into the **day-to-day details of executing** the plan.

You love to **test your ideas** and once the path forward is decided, you execute with efficiency. You don't measure success by the launch of a campaign but by the metrics that demonstrate its effectiveness.

You're **patient and deliberative**, considering options, seeking input, and taking the time to research and understand your audience.

You're **detailed and process-oriented**, but flexible enough to adapt your ideas for optimal results, and open to feedback and collaboration.

Your experience has shown you the importance of internal communication and **keeping stakeholders informed**.

You're a **wordsmith** who loves crafting compelling, polished copy, whether it's a single sentence on a website or an in-depth article.

You're extremely **organised and reliable**.

Ideally (though it's not essential) you have experience **leading a small, high performing marketing team** to meet the needs of a growing organisation.

And finally, you're **excited about our vision of a better world** and would love the challenge of playing an essential role in a fast-growing social enterprise.

## Selection Criteria

### Essential:

1. 6+ years experience in marketing and communications for a tech company, online service or social enterprise.
2. Experience with project management, including managing schedules and deadlines for multiple projects
3. Experience defining and executing successful marketing and communication strategies
4. Experience in adopting and executing an organisation's existing processes while enhancing marketing plans with your own experience and ideas.
5. Experience analysing and presenting qualitative and quantitative data
6. Experience with writing and editing powerful copy
7. Experience managing partnerships with external agencies, partners or contractors
8. Excellent communication skills and an ability to interact with a diverse range of people
9. Experience in content ideation and development
10. Incredible attention to detail
11. Demonstrated interest in working for a better world

### Desirable:

1. Experience managing a small team
2. Experience in HR or knowledge of People and Culture issues
3. Experience working or volunteering in and/or knowledge of the Not-for-Profit sector in Australia

**Hours:** Full time, but with an option to work 0.9

**Salary:** We're happy to pay you commensurate with your experience. Contact us if you'd like details.

**Reports to:** General Manager

**Direct Reports:** One

### **What do you get beyond a great remuneration package?**

We're all currently working remotely, but once restrictions ease, you'll get:

- Flexible start/finish hours
- Work remotely up to 3 days / week
- A beautiful office, close to public transport and great food on Smith St
- A light- and plant-filled work space, with beautiful outdoor deck for outdoor meetings and drinks
- A standing desk
- Unlimited fruit, nuts, chocolate, tea and coffee
- Work anniversary lunches – our whole team will take you out for lunch to celebrate your work anniversaries
- Pet-friendly workplace – a number of staff regularly bring their dogs in to make the office more fun
- Paid professional development days
- Generous parental leave policy
- The opportunity to have a real impact on the work of over 7,000 charities and social enterprises across Australia!

### **Excited?**

Please include in your application:

- A 1-page cover letter that succinctly outlines your relevant experience in relation to the selection criteria (please make it amazing!); and
- A copy of your CV;

**Questions?** If you have any questions about the role please email joel [at] ethicaljobs.com.au

**NB:** Women and people of diverse gender, age, cultural backgrounds and with disabilities are strongly encouraged to apply.

**Applications Deadline: 9am, Friday 10th December 2021**