



Digital marketing/digital communications and content creation (casual)

Position title: Digital marketing/digital communications & content creation

Employment: Casual (10–15 hours per week) for initial work of 12 weeks – potential for ongoing

About SEA: Sex Education Australia (SEA) was founded in 2011 and works with more than 150 government and independent primary and secondary in Victoria. Our programs are aligned with the Victorian Curriculum and our educators deliver dynamic and informative sessions. SEA also educates and supports parents and caregivers, helping them further develop skills and strategies so they can be the ‘go to’ person for their child.

We are looking for a dynamic and creative digital marketing specialist and content creator to help build our business and increase our reach.

Employment conditions:

- work remotely, flexible work hours, school holidays by negotiation
- Australian citizenship, residency or valid visa to work in Australia is essential
- work on initial projects for 12 weeks with the possibility of ongoing casual work

Core responsibilities:

- focus on the growth of our business through online and email marketing
- create scroll-stopping content for marketing campaigns to sustain curiosity and create interest around our current and new programs and convert to bookings
- work with our socials content creator and advise on the online presence for our company
- advise on our monthly newsletter content and ‘look’
- ensure brand tone of voice and values is reflected across all marketing campaigns and social platforms
- SEO knowledge a bonus to measure the success of our current digital output to create new ways to grow our reach and engagement
- assist with creative direction for our brand, media and digital communications assets to support and enhance client growth

Qualities and skills:

- experience in digital marketing
- have a strong handle on Facebook marketing, Wordpress, Mailchimp, TryBooking and Canva and CRM software
- excellent writing skills
- excellent organisation skills with a close eye for detail
- ability to work with a range of online tools and learn quickly
- enthusiastic, hardworking, and motivated
- creative thinker
- excellent references

Rate of pay: \$30 per hour

Start date: ASAP

Reports to: Jenny Ackland & Justine Kiely-Scott

Applications close: 6 March 2022