

Position Description



Position:	Website Coordinator
Reports To:	Marketing & Brand Manager
Employment Type:	38 hours per week (1.0FTE)
Award Pay Level:	Level 5 under the Social, Community, Home Care and Disability Services Industry Award 2010
Location:	Based at 214 Nicholson Street, Footscray. (some travel to other sites in Victoria required; the ASRC offers Flexible Working Arrangements, including the ability to work remotely)

Organisational Context

The Asylum Seeker Resource Centre (ASRC) is the largest aid, employment, health and advocacy organisation for people seeking asylum in Australia. The ASRC provides a range of direct services as well as participating in law reform, campaigning and lobbying.

Our Values

The human rights of people seeking asylum and refugees are at the foundation of all we do and the workforce makes it happen, doing the work to bring the vision and purpose to life.

Our organisational values are:

- Welcoming
- Authentic
- Courageous
- Collaborative

ASRC Marketing & Brand Program

The Marketing Program is specifically responsible for driving brand/product awareness, building brand equity and driving audience reach and engagement for the ASRC's programs, campaigns and events. A key objective is to amplify the voices of lived experience in all of our communications to engage the community and bring about change.

Through the implementation of strategic marketing, advertising, communications and public relations campaigns the marketing team is responsible for increasing the ASRC's general supporter base and engaging the community with our work.

The marketing function delivers a shared business service to ASRC programs designed to generate leads and help recruit new donors and advocates in order to meet fundraising targets and drive social change. In addition to supporting our fundraising and advocacy work, the program also manages content marketing, email marketing, social media, media and provides general marketing support to all other areas of the ASRC.

About the Role

The Website Coordinator will work in close collaboration with the IT teams and key program stakeholders to manage the ASRC suite of websites and web platforms. This role will be integral in shaping and delivering the overall strategy and campaign executions across the ASRC and supporter digital ecosystem.

The role is responsible for mapping the journey of our supporters and using strategic planning to better their user experience in partnership with multiple stakeholders across the organisation in order to inspire people to take action (financial and non-financial) through highlighting the voices of people with lived experience of seeking asylum.

Specific Duties

The Digital Coordinator will be responsible for undertaking the following duties:

- Managing and developing the ASRC's Website(s) (content management systems), including the management of metadata, user experience and the integrity of digital platforms and content delivery
- Creating guidelines and processes that facilitate user best practice and conduct training with key stakeholders
- Managing and optimising donation, supporter acquisition and supporter engagement pages, as well as creating new campaign action pages while ensuring they are integrated with CRM and Google Analytics
- Reporting regularly on digital metrics and KPIs that will enable the organisation to successfully track its impact while optimising the online experience and engagement of our supporters

- Managing, reporting and driving insights from Google Analytics across the organisation's web footprint
- Providing strategic input and implementation of paid social media campaigns, including using data to develop sophisticated optimisation and retargeting strategies
- Implementing strategic SEO marketing campaigns and optimisation across the ASRC digital ecosystem and web platforms
- Driving brand and product awareness across all online channels
- Facilitating integration projects between the organisation's web, CRM and email systems with the goal to develop clear supporter and donor attribution.
- Supporting the wider Marketing & Brand team across the digital ecosystem (Marketing coordinator, Digital coordinator, Graphic designer, Content producer, Marketing & Brand Manager).

Selection Criteria

Essential:

- Demonstrated knowledge of content management systems (CMS), digital project management, UX and data analytics and reporting
- Experience in developing and implementing digital marketing campaigns
- Experience in supporter journey mapping and strategy across web and digital platforms, particularly to generate revenue or leads
- Proven experience in digital project management, governance and delivery including writing guidelines for process and best practice
- Solid knowledge of website analytics tools including Google Analytics and other Google tools such as Google Ads, Keyword Planner Tool
- Demonstrable expertise in leading and managing SEO campaigns
- Strong working knowledge of HTML and CSS and experience working with Wordpress
- Exceptional organisational and planning skills including experience using systems for campaign planning
- High level communication skills including the ability to work with and form relationships with a range of culturally diverse stakeholders

Desirable:

- Lived experience of seeking asylum in Australia
- Knowledge of the Salesforce environment