

## ACD Position Description

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<b>Position title:</b>	Digital & Communications Officer
<b>Grade:</b>	SCHADS Award Level 4
<b>Status:</b>	Permanent full time / 0.8 EFT (negotiable)
<b>Position reports to:</b>	Partnerships & Communications Manager
<b>Location:</b>	Hybrid working from home and from the Surrey Hills office

## About ACD

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ACD is the leading advocacy service for children with disability and their families in Victoria.

We are a not-for-profit organisation and for over 40 years have been advocating to improve the lives of children with disability and their families.

Our vision is an inclusive community where children with disability and their families thrive.

We work by:

- Empowering families
- Building inclusion
- Advocating to advance the rights of children with disability

## Position Summary

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ACD provides practical and engaging information to help families raising children with disability.

In this role you develop and deliver timely, accessible and engaging digital content, and are responsible for the day-to-day coordination of ACD's social media channels, online newsletter and website channels.

The Digital and Communications Officer is part of the communications team and is also involved in creating email marketing campaigns, social media templates, and producing and editing video for social media channels.

## Key Responsibilities

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- Develop and schedule content for ACD's digital channels that reflects key messaging and supports the marketing of ACD services and brand
- Meet regular deadlines for social media, newsletter and website blog content publication
- Grow audience engagement and reach using data analysis, social media advertising and search engine optimisation tools
- Use email marketing platforms to coordinate and implement targeted email marketing campaigns
- Create visual templates using Canva for social media posts and advertising
- Participate in team meetings, monthly one-to-one meetings with your manager, and professional development as required
- Create content, monitor and analyse data for social media advertising campaigns

## Key Selection Criteria

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1. Relevant tertiary qualification in communications, digital marketing or similar
2. Minimum one year's paid employment experience in a similar role (no internship)
3. Proven interpersonal skills with the ability to build strong working relationships as part of a small, fast-paced team, and communicate effectively with external stakeholders such as families and suppliers
4. Exceptional attention to detail, time management skills and ability to work to deadlines and meet competing demands
5. Demonstrated ability to edit, develop and present high quality content and digital communication materials
6. Strong IT skills, including current experience in digital communication channels and systems (e.g. Campaign Monitor, Hootsuite, Adobe suite, YouTube, Meta), video editing software (e.g. Adobe Photoshop and Premier Pro), WordPress, SEO, MS Office. Salesforce experience desirable
7. Desirable - lived experience as a person with disability or experience as a family member of a child with disability. People who identify as Aboriginal and Torres Strait Islanders or from a culturally diverse background are encouraged to apply

## General Requirements

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- Behave in a way that is consistent with ACD being a child-safe organisation. Where the rights of children are protected and promoted, and the culture of Aboriginal children and families is valued. Successful child safety screening and assessment, including Police Record Check, Working with Children Check and referee checks
- Demonstrate a commitment to ACD’s vision and mission
- Comply with ACD’s Code of Conduct and policies and procedures
- Other reasonable duties as requested
- Right to work in Australia

Note: Our office is located on the first floor and has ramp and lift access. An accessible bathroom with hoist is available.

<b>I have read the above Position Description and agree with the requirements of the position.</b>
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Signature
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Name
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Date
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