

## Position Description

<b>Position Title:</b>	Senior Digital Marketing Specialist
<b>Service/Program:</b>	Communications and Marketing
<b>Approved By:</b>	Senior Manager Strategic Communications, Brand and Advocacy
<b>Date Effective:</b>	January 2026

### Our Organisation

RAV is a secular, community-based, not-for-profit organisation with more than 75 years' service delivery experience. Our vision is for positive, respectful, safe and fulfilling relationships for all Australians. Our objective is to relieve suffering, distress and helplessness and to enhance physical, social and emotional wellbeing. Our services are for all members of the community, regardless of their religion, age, gender, sexual orientation, lifestyle choice, cultural background or economic circumstances. We provide services across metropolitan Melbourne and regional Victoria, through a network of centres, outreach locations and via telephone and telehealth.

### Our Values

Inclusiveness, respect, integrity, transparency, accountability, effectiveness, innovation and compassion.

### Position Purpose

The purpose of this position is to undertake data-driven, innovative and impactful digital marketing and communications activities across relevant platforms and initiatives, that resonate with audiences, enhance brand recognition, expand service reach, and position Relationships Australia Victoria (RAV) as an experienced, high quality and preferred service provider. This position is covered by the Relationships Australia Victoria Staff Enterprise Agreement (SEA), but otherwise, would be covered by the Social, Community, Home Care and Disability Services Industry Award 2010.

### Position Specifications

Line manager	Senior Manager Strategic Communications, Brand and Advocacy
Manages	N/A
Key external liaison	Community members, sector organisations, print agencies.
<i>Note: Reporting arrangements may change from time to time to meet business requirements</i>	

### Position Summary

The Senior Digital Marketing Specialist has primary responsibility for planning, executing, and reporting on strategic digital marketing activities, including marketing communications, for Relationships Australia Victoria (RAV), including RAV's Centre for Learning and Innovation. The role requires practical experience in digital marketing, social media management, video and graphics content development, and platform analytics. This position works as part of the Communications and Marketing team to strengthen brand awareness and reputation and support effective conversions for RAV's Centre for Learning and Innovation.

### Key Result Areas (KRAs)

Area	Tasks
Campaign Strategy and Digital Marketing	<ul style="list-style-type: none"> <li>Plan and implement digital marketing and content strategies across multiple channels.</li> <li>Analyse data including Google Analytics, keywords and social media to gain in-depth understanding of target audiences' behaviour and needs.</li> <li>Monitor digital campaigns daily and optimise accordingly, and prepare reports and analysis on performance including recommendations to meet campaign aims.</li> <li>Monitor platform changes and trends, and advise on best-practice adjustments.</li> <li>Coordinate and maintain social media accounts, such as LinkedIn, Facebook, Instagram, YouTube, including calendar planning, content development, scheduling, publishing and reporting, and paid marketing.</li> <li>Develop and deliver email campaigns, including through Mailchimp, with EDM and template development, list management and performance reporting.</li> <li>Undertake effective competitor research to inform digital marketing initiatives.</li> <li>Ensure consistent tone, style and messaging on platforms and within campaigns, and across channels as appropriate.</li> </ul>

Content Development and Design	<ul style="list-style-type: none"> <li>Plan, write and produce website, email, advertising and social media creatives and communications, including marketing copywriting, editing and graphic design.</li> <li>Work with internal subject matter experts and program managers to develop content relevant for audiences, across the spectrum of programs, services, and education topics.</li> <li>Graphic design templates, visual content and posts for use across digital platforms (Adobe InDesign/Illustrator and/or Canva), including re-purposing of existing content.</li> <li>Collaborate with internal teams to develop creative assets that align with RAV's brand guidelines, print or digital platform requirements, and audience needs.</li> <li>Assist in designing and producing digital and print marketing assets, as required.</li> </ul>
Video and Visual Storytelling	<ul style="list-style-type: none"> <li>Plan and produce media content, including filming and editing of video content.</li> <li>Monitor effectiveness of video assets as engagement and information tools.</li> </ul>
Website and CMS Management	<ul style="list-style-type: none"> <li>Write, update and manage digital content across RAV's website CMSs.</li> <li>Ensure content is optimised for search engines, in line with SEO best practice.</li> <li>Ensure website content is accurate, engaging, accessible and optimised.</li> <li>Monitor website accessibility and inclusiveness, and recommend and implement initiatives to enhance accessibility.</li> </ul>
Internal Collaboration and Projects	<ul style="list-style-type: none"> <li>Provide digital marketing advice and support across the organisation and teams.</li> <li>Play a key role in team projects and campaigns, including website development.</li> <li>Maintain strong internal and external stakeholder relationships.</li> </ul>
Policies procedures and systems	<ul style="list-style-type: none"> <li>Comply with policies, procedures and systems as required.</li> <li>Model the organisation's values and contribute to the workplace culture.</li> <li>Identify, communicate, report Occupational Health and Safety (OHS) related risks and hazards within the workplace.</li> </ul>
Continuous improvement	<ul style="list-style-type: none"> <li>Demonstrate commitment to team objectives and organisational strategic priorities.</li> <li>Identify, develop and support new initiatives, quality, continuous improvement activities to support organisational requirements.</li> </ul>
Other	<ul style="list-style-type: none"> <li>Shared team responsibility for other team responsibilities, including inbox management, and intranet news preparation and publication.</li> <li>This position description is not an exhaustive list of responsibilities.</li> <li>Additional responsibilities not listed may be required; these may change from time to time to reflect the needs of our clients and the service but will remain at the same level of responsibility aligned to this position.</li> <li>You are expected to perform different tasks which fit with your skills, abilities and knowledge, as may be necessary due to business, workplace and service changes.</li> </ul>

### Key Performance Indicators (KPIs)

- Effective planning, execution and reporting of strategic campaigns, with clear metrics and ROI.
- Production of high-quality, engaging and effective marketing content, including print, digital and video content, within required time frames.
- Delivery of timely and effective paid and organic social media activity, aligned to organisational priorities.
- Maintenance of high quality, accurate and accessible websites, and digital platforms.
- Provision of timely and appropriate marketing advice and support to internal stakeholders.
- Achievement of campaign milestones, task timelines, and project deadlines.
- Strong working relationships and positive feedback from colleagues and across the organisation.
- Demonstrated behaviour aligned with organisational values, policies and procedures.

### Key Selection Criteria (KSC)

#### Mandatory KSC:

- Bachelor's degree in marketing, communications, or a related field.
- At least 3 years' digital marketing experience.
- Demonstrated copywriting and content development experience for marketing purposes across email, websites, print materials and digital marketing.
- Proven ability to manage, implement and report on digital campaigns across organic and paid platforms.
- Experience with end-to-end management of social media digital marketing, including development, publication, monitoring, optimisation, analysing and reporting on LinkedIn, Facebook, Instagram and YouTube activities.
- Demonstrated experience creating marketing content, particularly for digital marketing, using Adobe InDesign, Illustrator and/or Canva.

*Position descriptions are regularly reviewed to ensure they meet RAV's needs. These may be changed by general or department managers, and/or the Chief Executive Officer at any time. Current position descriptions are accessible at any time on SharePoint.*

- Proven organisational skills including project management abilities, prioritisation and management of workload, and achievement of deadlines and job requirements.
- Demonstrated experience managing content on websites using CMSs (experience of Umbraco beneficial).
- Experience with email campaign platforms and campaign reporting (Mailchimp experience preferred).
- Detail and process-oriented, with strong attention-to-detail skills, including proof-reading.
- Strong project and time management skills, and the ability to effectively manage competing priorities and deadlines.
- Excellent verbal and written communication, and interpersonal skills.
- Ability to work both independently and collaboratively as part of a team.
- Excellent computer literacy skills, and an appetite to learn new skills.
- A passion for making a difference working with a purpose-driven organisation.
- All employees will be required to undertake a National Police Check, International Police Check (if applicable), and have a current Working with Children Check throughout their employment.

**Desirable KSC:**

- Experience in a similar role in a not-for-profit or professional training organisation in Australia, and understanding of a not-for-profit, values-based organisation.
- Experience in accessible and inclusive content practices and platforms.
- Knowledge of SEO and SEM principles.
- Experience working in a role with culturally and linguistically diverse clients, stakeholders and staff (preferable).

We encourage applications from First Nations peoples, people from under-represented culturally and linguistically diverse backgrounds, people from lesbian, gay, bisexual, transgender, intersex, queer, asexual (LGBTIQ+) communities, and people living with disability.



We acknowledge the First Nations and Torres Strait Islander peoples as the Traditional Owners of the lands and waterways of Australia. We support Aboriginal people's right to self-determination and culturally safe services. We recognise the lifelong impacts of childhood trauma. We recognise those who had children taken away from them.