
Position title:	Digital Marketing Coordinator
Reporting To:	Communications and Engagement Manager
Location:	Hybrid (working from home, and office location)
Employment Type:	Part-time (0.6 FTE) / Flexible days
Remuneration range:	\$60,000 - \$65,000 (excl. super) plus salary packaging options (up to \$15,900)
Direct Reports:	None

Summary of the position

As Children Cancer CoLab's Digital Marketing Coordinator, you will develop, manage, and execute content across all our digital channels. The role will have a strong social media component and will also involve updating the website and managing email campaigns.

Reporting to the Communications and Engagement Manager, you will provide digital marketing expertise and possess a flair for creating creative content that clearly conveys key messages. Your work will directly contribute to raising awareness and support for childhood cancer research and innovation.

Benefits of working at Children's Cancer CoLab

- **Flexible working arrangements:** At Children's Cancer CoLab, we understand the importance of work-life balance and offer flexible working conditions.
- **Mission-driven organisation:** We provide the opportunity to contribute to a meaningful cause, improving childhood cancer research, innovation and collaboration.
- **Professional growth:** We offer professional development opportunities to further your skills and career aspirations.
- **Collaborative and supportive environment:** Join a team of dedicated professionals committed to driving impact and contributing to a culture of collaboration, innovation, and mutual support.
- **Salary packaging arrangements:** We offer attractive salary packaging options (up to \$15,900). This allows you to reduce your taxable income by packaging a portion of your salary for approved expenses, potentially increasing your take-home pay.

Key responsibilities

Digital content strategy

- Lead the creation of content that supports brand positioning and campaigns.
- Collaborate with internal staff and our partners to conceptualise and execute content.
- Work with external agencies to bring creative content ideas to life.
- Utilise analytics tools to monitor content performance, track KPIs, and generate actionable insights for improving engagement and ROI.

Digital content creation

- Write, edit, and repurpose content for multiple channels, including social media, websites, videos, case studies and email campaigns.
- Conceptualise, film and efficiently edit short-form video content for multiple channels (using CapCut)

Social media

- Guide social media strategy and work with internal staff to manage a calendar of content.
- Plan, create, and schedule content across social media platforms - LinkedIn, Facebook, Instagram and YouTube.
- Create high-impact, visually engaging social media posts using Canva and in line with brand guidelines.
- Create videos for social media, including thought-leadership, event overview reels and interviews with researchers, families and other key stakeholders.

Website

- Manage website content updates and collaborate with web developers to enhance content presentation and functionality.
- Optimise web content for search engines using SEO and AI best practices.

Email communications

- Plan, create, and deliver CoLab's regular monthly and ad-hoc email marketing campaigns
- Manage and grow email mailing lists.

Digital marketing trends and best practices

- Stay up-to-date with digital marketing best practices and ensure they are consistently applied throughout your work.

Required skills and qualifications (selection criteria)

- 2+ years' experience in a similar digital content-focused role
- Proficiency with content management systems (Webflow will be highly regarded), social media platforms (primary focus on LinkedIn and secondary focus on Meta), scheduling tools and email campaign platforms (e.g. Campaign Monitor).
- Proficiency in Canva and video editing tools (CapCut).
- Experience efficiently creating content, including video content, for digital channels.
- Strong understanding of content marketing principles and social media strategy.

Personal attributes

- A collaborative team player who takes initiative and works effectively independently.
- Ability to deliver efficiently while maximising impact.
- Strategic and creative thinker with an eye for detail, quality, and consistency.

- Excellent written, verbal and interpersonal communication skills.
- Adaptable and flexible in a dynamic work environment.
- Empathetic and sensitive when dealing with stakeholders affected by childhood cancer.

Working conditions

- Hybrid role with flexibility to work from home.
- Occasional requirements to work outside normal business hours.
- May involve occasional travel for meetings and events.
- The successful applicant will need to complete a Working With Children check.

When applying for the role, please include:

- Your CV;
- a cover letter; and
- a portfolio of relevant work

For further information

Emma Grimley, EA and Governance Coordinator

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