

Position Description

Role Details

Role:	Communications and Digital Marketing Specialist
Reporting To:	Senior Manager Media and Communications
Direct Reports:	None
Work location:	Surry Hills, Sydney (this is an office-based role) Flexible working conditions can be negotiated.
Status:	Permanent Full Time (subject to ongoing funding) Full-time (35 hours/week).
Award Classification:	Level 6.1 Social, Community, Home Care & Disability Services Award 2010

Role Purpose

The Communications and Digital Marketing Specialist is responsible for:

- Development and implementation of a digital communications strategy that aligns with PWDA's vision, mission and values and supports PWDA in achieving its strategic and operational goals.
- Overseeing and managing all aspects of PWDA's digital channels and assets.
- Overseeing and managing all aspects of the delivery of PWDA's annual report.
- Driving PWDA's internal communications which includes leading in the development, delivery and coordination of internal communications across all channels with the goal of supporting PWDA workforce to engage with PWDA's vision and strategy, and which fosters a positive culture in the workplace.

Responsibilities & Main Duties

Digital and non-digital Communications

- Responsible for developing and implementing a digital communications strategy that aligns with PWDA's vision, mission and values, ensuring the digital strategy aligns with PWDA's strategy, operational and other existing plans such as the those for member engagement.
- Oversee and manage all aspects of PWDA's digital channels and assets which includes:
 - Overseeing and managing all aspects of the website.
 - Take ownership of PWDA's email marketing and leading in the design and production of all PWDA digital communications content including website content, internal and external newsletters, videos, digital marketing content, digital campaigning content, digital publications that support PWDA programs, strategic projects, services, policy positions, activities and membership development messages.
- Responsible for developing communications plans for specific projects.
- Post content to PWDA owned social media that reflects the vision, mission and strategy of PWDA.
- Monitor and respond to activity across PWDA owned social media pages and groups.
- Monitor and evaluate success of social media campaigns and report on ROI and other metrics in line with PWDA reporting periods.

- Remain responsive to the needs of internal stakeholders and assist in the production, design and distribution of promotional collateral and merchandise (digital and non-digital) as well as the production and distribution of PWDA publications including, newsletters, policy guides, recruitment and employee literature, presentations and booklets as required.
- Ensure the currency of PWDA information maintained across external non-PWDA digital channels, such as regularly updating the Wikipedia page. Regularly review all external facing PWDA publications and ensure they remain current.
- Responsible for maintaining strong working relationships with external stakeholders while ensuring effective management.
- Working closely with internal stakeholders including senior managers and project leads be responsible to identify opportunities to communicate news externally.
- Remain current with new technologies in order to make recommendations on technology enhancements, as appropriate, to ensure PWDA's digital experience remains contemporary and accessible.
- Provide regular reporting of detailed analytics in relation to digital channels, marketing strategies and campaigns across digital platforms.
- Lead in the delivery of paid search and social campaigns, monitoring and reporting on campaign success.
- Support the activities of the wider Communications Team as required including media releases, managing and maintaining PWDA's CRM, supporting with administrative and/or technical, delivery of internal and external engagement activities and the development and production of member communications.
- Support the Senior Manager Media and Communications with the development of budget, advising on budgets in relation to digital media spend.

PWDA Website

- Be responsible for all aspects of PWDA's website which includes:
 - Managing the maintenance of the PWDA website and liaising with relevant PWDA suppliers including our web developer.
 - Create and publish new content to the PWDA website in line with accessibility standards WCAG 2.1 Level AA incorporating SEO best practices and guidelines.
 - Update content, publish and upload new content as required, including creating forms, sign-ups and other interactive elements, which improve and maintain functionality to PWDA website.
 - Provide monthly website analytics reports.
 - Monitor and report on the search engine optimisation of the PWDA and other PWDA-owned sites.

Internal Communications

- Develop and lead in the delivery of PWDA's internal communications strategy, with the goal of supporting PWDA workforce to engage with PWDA's vision and strategy, and which fosters a positive culture in the workplace.

- Be responsible for managing internal communications across all channels and lead the production of the internal newsletter.
- Work closely with internal stakeholders including senior managers and project leads to identify opportunities to communicate news internally.
- Work closely with the Marketing and Engagement Specialist to support in the delivery internal events in line with PWDA's internal communications strategy.
- Be responsible for the production and distribution of PWDA's annual report.
- Support in the roll out of internal communications systems to ensure they are adopted and embedded across the organisation.
- Assist as requested with grant applications, submissions and acquittals of selected grants in partnership with relevant internal stakeholders, as part of the communications team.

Teamwork and Organisational Participation

- Role model key organisational values and behaviours.
- Understand WH&S obligations and contribute to workplace health and safety.
- Remain current with, and adhere to, all relevant policies and procedures.
- Work collaboratively within and across teams.
- Contribute to culture of continuous quality improvement and its integration within organisational processes. Contribute to a culture of proactive positive feedback across the organisation.
- Regularly review all communication team training materials and maintain current assets.
- Participate in organisational activities such as staff meetings, team meetings, planning meetings and organisational development activities such as strategic planning and policy development.
- Participate in relevant professional development activities including training.
- Represent the organisation at sector meetings as required, at appropriate functions and events, and act as a membership ambassador.
- Undertake other duties as directed and required by the organisation within the scope of this role.

Selection Criteria

Essential

- Qualifications in digital marketing/communications or related discipline with minimum 5 years of experience in a similar role, preferably in a disability or not-for-profit organisation.
- High attention to detail with a demonstrated experience and skill in copywriting for websites, newsletters, and digital advertising campaigns, editing and proofreading documents, publications and communications (online and print) to a high-quality standard.
- Excellent organisation and time management skills with demonstrated capacity to set and achieve priorities and monitor workflow to meet objectives, manage timeframes, deadlines and competing priorities.
- Demonstrated experience in managing websites using CMS systems (preferably Wordpress) in keeping with accessibility standards WCAG 2.1 Level AA and experienced with Google analytics.

- Experience with a range of multimedia design and video editing software packages, strong creative skills to create graphic and video content (preferably using systems such as Adobe Creative Suite), and capacity to learn new software and systems as needed.
- Demonstrated understanding of development and implementation of digital communication plans and strategy.
- Strong ethos of continuous improvement, a proven capacity to work from an enthusiastic and positive solutions-based perspective, with passion and determination to play a key role in delivering the mission and vision of the organisation.

Desirable

- Understanding of how to produce accessible digital content (or proven capacity to learn quickly).
- Understanding and commitment to the rights and interests of people with disability within a social model of disability.
- Demonstrated experience using automated marketing platforms, e.g., HubSpot, Click Dimensions.
- Personal or family experience of disability.

Other Job Requirements

Note: the following checks are mandatory and must be provided by the successful candidate before a letter of offer can be made.

- *Working with Children Check*

PWDA is a registered employer under the Child Protection (Working with Children) Act, 2012. The successful applicant must be approved under the Working with Children Check prior to taking up appointment.

- *National Police Record*

PWDA receives funding from multiple Government Agencies who require staff to be checked. The successful applicant must satisfy these requirements prior to taking up appointment.

- Australian Government Covid 19 Vaccination Certificate and adherence to the PWDA Covid Vaccination Policy.
- Six-month probationary period.

What we can offer you

- An active role in our high-performing communications team as the voice of 4.4 million Australians with disability.
- Meaningful, rewarding work within a collaborative team environment that values diversity, especially lived experience of disability.
- An organisational environment that encourages and values a solutions-based approach and culture.
- A generous Enterprise Benefits Agreement (EBA) with substantial leave provisions and above award rates.
- Sydney city office located within walking distance of train, bus and light rail public transport.
- Generous not-for-profit salary packaging benefits.

- Additional paid leave during the Christmas and New Year period.
- Employee Assistance Program.

PWDA reserves the right to alter this position description from time to time in accordance with the needs of the organisation