

Position Title: ILA Digital Marketing Coordinator	Entity: ILA
Reports to: Digital lead	No of Direct Reports: Nil
Job Level: Tier 4	Location: Osborne Park
Position Requirements	
<p>Primary Purpose Work closely with the Managers and organisational leads to create digital content for all of ILA's initiatives. Assist the Digital Lead with the design, implementation and analysis of ILA's content and digital marketing strategies.</p>	
<p>Key Accountabilities/Responsibilities</p> <p><u>Health Safety Wellbeing & Environment</u></p> <ul style="list-style-type: none"> • Comply with all health, safety and hygiene policies, systems, and OH&S legislation to maintain an appropriate working environment. • Ensure all incidents, accidents, injuries, hazards or property damage are reported. Identify any relevant safety improvements and work collaboratively with the Work Health and Safety program. • Contribute to a culture that supports wellbeing. <p><u>Functional</u></p> <ul style="list-style-type: none"> • Assist with the design, implementation and analysis of ILA's online content and digital marketing strategies across all initiatives. • Manage multiple social media accounts and plan, implement and analyse/report on KPI for campaigns. • Use your creative writing ability to create and edit digital marketing content that is related to consumer searches to increase visitors to, and interaction with, our online platforms. • Interpret documents and translate into easy-to-read content with a clear message. Ensuring information is factually accurate and meets regulatory standards. • Develop engaging and effective digital marketing products, across a range of platforms including website, newsletters, reports, traditional and social media. • Create new innovative ways to communicate the different brand's messages to its target audience with the aim of building our brands awareness. • Publication planning and review of existing content • Write SEO content including blogs, and on-site content • Manage content edits on ILA's CMS's - Wordpress and Sitefinity. <p><u>Operational</u></p> <ul style="list-style-type: none"> • Build and maintain relationships with community members. • Contribute to, and demonstrate by example, ILA's vision, mission and values. • Participate and/or engage in all activities that relate to Group strategic initiatives and key issues. • Identify and implement improvement opportunities within ILA and participate in continuous improvement of the wider organisation by recommending sensible changes and communicating issues that may affect the organisation. <p><u>People & Culture</u></p> <ul style="list-style-type: none"> • Participate actively with colleagues in the leadership team to deliver integrated business outcomes. • Ensure cultural optimisation through engaging in fit-for-purpose cultural programs. 	

- Respect and value the diversity of the workforce by helping to prevent and eliminate discrimination in the workplace.

Administration

- Meet activity based KPI's.
- Ensure all operational and administrative processes are undertaken in accordance with established policies and procedures.
- Ensure all documentation and associated processes are maintained and accessible in appropriate formats and designated locations.

What can we offer you?

- A workplace culture where our people feel valued, respected and empowered
- Work in flexible ways that meet work/life commitments and support wellbeing
- Be part of a purpose led organisation that gives back to the community
- An environment that values ongoing career development
- An active social environment with regular activities to encourage fun and teamwork

We are looking for a self-starter who will thrive in a culture of continuous improvement. Apply with an online application - please send us your cover letter and CV showcasing what you can bring to the team.

Key Performance Indicators & Measures

Indicators of effective performance in the position – i.e. Factors relating to output, quality, efficiency, safety. KPI's are to be SMART and specifically measurable. They are identified in the Performance & Development Review (P&DR) to be specific to the individual teams and the position in a specified point in time. Refer to the Performance & Development Review Form.

Key Relationships

Internal

- Executive team – ILA General Manager
- Leadership team – ILA Managers and Leads
- All other teams in the organisation

External

- Community members and families
- Customers
- People with disability
- Older people
- Suppliers and vendors

Key Behaviours

Behavioural competencies or 'behaviours' are effectively attributes we display as we carry out our work, and 'how'. Below identifies those KEY behaviours (6-9 key to the role) integral to the success of this position and the organisation. Delete Strategic or leadership behaviours if not applicable for the role.

Operational Behaviours

Applied/Continuous Learning ☒	Demonstrates Initiative ☒	Building Trust ☒	Communication ☒
Client Liaison ☒	Organisation & Self Management ☒	Quality & Work Standards ☒	Teamwork ☒
Results Focused ☒			
General Assessed			
Impact	Technical / Professional Knowledge	Job Fit	Organisational Fit

Selection Criteria/Personal Requirements
<p>Knowledge & Skills (Social, Personal & Technical) & Equipment</p> <p><i>The knowledge necessary to effectively perform in the position. Specific skills or equipment that the person needs to be able to use. Personal attributes/qualities that are important to the success of this position.</i></p> <ul style="list-style-type: none"> • Knowledge of current digital marketing trends, techniques, and social media platforms. • Demonstrated experience in a marketing coordinator role or agency equivalent providing support to a marketing team in the delivery of campaigns or other marketing communications activities • Exceptional copywriting skills with a focus on consistent tone of voice and correct grammar. • Good understanding of SEO and demonstrated use of analytics tools including, but not limited to Google Analytics and Sprout Social • Experience in writing SEO content including blogs and on-site content that aligns with brand guidelines • Experience in writing and creating Social media Ads • Measure and report the effectiveness of SM campaigns and develop insights to inform future campaigns • Proven attention to detail and excellent computer skills, including Microsoft office and Adobe Creative Suite. • Self starter with the ability to prioritise and meet deadlines • Ability to liaise with senior leaders and key stakeholders both internally and externally. • Self-motivated, proactive and able to hit the ground running • Experience creating graphics and visual digital content • Current understanding of My Aged Care, National Disability Insurance Scheme (NDIS) and disability sectors desirable but not essential
<p>Work Experience</p> <p><i>The type and extent of previous work experience that is necessary to perform in the position</i></p> <ul style="list-style-type: none"> • Proven experience in producing, editing and publishing news and information articles, (video and audio - desirable but not essential) • At least 3-5 years' experience in developing, managing and analysing strategic digital marketing programs. • Knowledge of the aged care and disability sectors (desirable) • Network of stakeholders and media contacts (desirable)
<p>Qualifications</p> <ul style="list-style-type: none"> • Degree level qualification in Marketing, Journalism, Communications or related discipline • National Police Clearance • NDIS Workers Screening Check
<p>Extent of Authority</p> <p>Authority to act within the scope of your position to perform the objectives and requirements of your position as identified within this Position Description and as directed by your Leader. The extent of the authority may alter from time-to-time at the direction of your Leader.</p>
<p>Date Created: 21/07/2021</p> <p>Prepared By: Neil Berrick (Brand and Communication Manager)</p> <p>Approved By: Andrea Morris (ILA General Manager)</p> <p>Approved By: Lisa Karabin (People & Culture Manager)</p> <p>Date Reviewed/Modified:</p> <p>Date Approved by (P&C):</p>
<p>Related Documents: PD Work Instructions, Behaviours Guide</p>
<p>Risk Assessed Role (NDIS Worker Screening Check) Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></p> <p>Risk Assessed Criteria: C) A role for which the normal duties is likely to require more than incidental contact with a person with disability</p> <p>Date the role was assessed: 24/06/2021</p> <p>Assessed By (Name of Manager): Lisa Karabin, People & Culture Manager</p>