

POSITION DESCRIPTION



JOB TITLE: Digital Marketing and Content Specialist

REPORTING TO: Senior Manager, Communications

DEPARTMENT: Communications

LOCATION: Any YWCA Australia office (Sydney, Melbourne, Adelaide, Brisbane, Toowoomba, Darwin, Perth, Broken Hill, Lismore, Nowra etc.)

THE ROLE:

Are you passionate about creating effective visual communication and engaging copy to change attitudes, behaviours and opinions? Do you love building and maintaining relationships, being a key liaison for passionate members?

The Digital Marketing and Content Specialist will play a pivotal role in defining YWCA's visual identity and voice on digital channels to appeal to our key audience of young women between the ages of 12 and 30. Your graphics and compelling copy will support our online advocacy activities, and will help us reach our long-term membership goal of reaching 10,000 young women members across Australia.

Reporting to the Senior Manager, Communications, you will be an integral member of the Communications Team and the organisation more broadly.

YWCA VISION: all women, young women and girls are safe and respected, with equal access to power, opportunity and resources.

YWCA PURPOSE: to be a strong, unified, national feminist organisation for women, young women and girls, working to achieve gender equality.

It is a requirement that the successful candidate fully complies with, promotes and lives

YWCA's Core Values:

FEMINISM

INCLUSION

EXCELLENCE

INNOVATION

INTEGRITY

KEY RESPONSIBILITIES

- Own our social media channels and websites with strategic planning, content production and post-analysis of engaging written, visual and audiovisual content to boost the number and engagement of our followers

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- Undertake copywriting and design of EDM's to supporters by building dedicated donor and member email journeys, targeted audience segments and advanced A/B testing for emails
- Implement a cohesive digital marketing strategy across SEO, SEM, and paid adwords
- Support our membership with data automation and management, and efficient segmentation for targeted communications informed by analytics
- Develop and deliver comprehensive data analytics and reports to inform strategic planning
- Work closely with the Senior Manager Communications and other internal stakeholders to source and write case studies and other good news stories for social media, website, and media
- Support our programs and services, fundraising, events and internal stakeholders with communications support including end-to-end creation of digital collateral, e-brochures and other marketing collateral, localised ad spend, talking points, presentations and more
- Be a brand champion across the organisation ensuring one consistent brand is communicated internally and externally

QUALIFICATIONS, EXPERIENCE AND ATTITUDE

1. Passionate and enthusiastic with a strong understanding of, and commitment to feminism, gender-responsive policy and advocacy, and gender equality
2. Experience and knowledge of graphic design and video editing software including Adobe Creative Suite, Canva and Rocketium
3. Experience working within different digital communication platforms including Wordpress, Mailchimp, Raisely, and more
4. Experience writing for different audiences across different channels – e.g. from young people on social media to official submissions to government
5. Experience working within a youth, feminist, or advocacy organisation or movement
6. Excellent project management and organisational skills
7. Results focused, self-motivated and a self-starter who goes above and beyond
8. Desirable - relevant qualifications such as marketing, digital production or communications

As part of the interview process, final candidates will be asked to undertake a two hour practical assessment which will include graphic design and copy writing for a fictional campaign.

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This position will require the applicant to satisfactorily complete a national criminal history record check and hold the relevant state-based working with vulnerable persons permit prior to employment.

QUESTIONS

FOR MORE INFORMATION:

Contact Amanda Chan, Senior Manager, Communications at YWCA Australia on:

amanda.chan@ywca.org.au

0433 843 643

EMPLOYEE AGREEMENT

Name

Date

Signature