

JOB DESCRIPTION

TELETHON KIDS INSTITUTE



Why is this Job Description being written?		<input checked="" type="checkbox"/> New Position <input type="checkbox"/> Replacement Position <input type="checkbox"/> Position re-designed <input type="checkbox"/> Position not previously described		
POSITION DETAILS:		Position Title: DIGITAL CONTENT COORDINATOR		
Division:	Professional Services	Department:	Communications & Development	
Position reports to: (role)	Digital Marketing Manager			
Location: <i>include all possible locations</i>	100 Roberts Road Subiaco			
POSITION PURPOSE: In one or two sentences briefly summarise the overall purpose of this role, i.e. broadly, what this role does and why				
To help manage the Institute’s website to ensure information remains up-to-date, current, accessible and is effectively promoted. This role supports the digital team with website content, structure and training of staff in the use of the Content Management System (CMS). This role will also assist with monitoring and posting on social media, and generating digital metrics and analytics.				
KEY RESPONSIBILITY AREAS <i>(Please list in order of importance)</i>				
Key Position Accountabilities What are the main areas for which the position is accountable	% of Total Role	Inputs: What are the key activities or tasks to be carried out?	Outputs: What are the expected end results?	Measures: How it is measured

Digital Content	60%	<ul style="list-style-type: none"> • Assist with proactively maintaining website content to ensure information is up-to-date • Formatting existing resources to ensure digital content is consistent and effective • Reaching out to staff members to encourage updating their biography and team pages • Assisting with drafting and delivering email marketing campaigns • Reporting on page results using digital metrics. • Contributing to campaign ideas and execution brainstorming • Helping subsite editors with best practice to ensure their subsites are consistent with one another and effective 	<ul style="list-style-type: none"> • Increased accuracy of staff, teams, projects and pages • Correct and current information presented to the public • Quality campaigns delivered to audiences 	<ul style="list-style-type: none"> • Feedback from staff • Feedback from Digital and Communications management • Improved site metrics • Constant up-to-date content
Social media	20%	<ul style="list-style-type: none"> • Assisting with the Digital Engagement Specialist in posting and administrating the corporate social media accounts • Drafting copy and responses to social media posts • Monitoring social accounts outside of hours in the event of negative activity 	<ul style="list-style-type: none"> • Increased presence and posting on social media • Reduced negativity on social media • Improved social engagement and audience 	<ul style="list-style-type: none"> • Social KPIs • More positive audience • More engaged audience • Less negativity
Training and support	10%	<ul style="list-style-type: none"> • Train and support staff on the use of Episerver CMS (training will be provided to you) • Respond to support queries from staff around CMS and content 	<ul style="list-style-type: none"> • A more informed base of users on the Institute website • Less frustration and better practice use of content by other staff member 	<ul style="list-style-type: none"> • Staff feedback
Other duties as required	10%	<ul style="list-style-type: none"> • Assist with members of digital and communications as required • Fill in on tasks, events, and activities where temporary extra staffing is required 	<ul style="list-style-type: none"> • Better delivery of projects and tasks • More effective use of staff time 	<ul style="list-style-type: none"> • Team KPIs met

ESSENTIAL SKILLS, KNOWLEDGE AND EXPERIENCE:

Qualifications: what are the minimum educational, technical or professional qualifications required to competently perform role

- Relevant qualification or certification in digital media/marketing, communication, or social media.
- Or equivalent practical experience.

Skills, Knowledge & Experience:

- Demonstrated practical experience in website content management and creation
- Excellent written and verbal communication skills
- Demonstrated experience in using a Content Management System
- Demonstrated ability to understand audience requirements and develop targeted and appropriate communication
- Ability to coordinate a number of priorities and tight deadlines
- Ability to work responsibly and appropriately with highly confidential information
- Ability to work independently and as part of the Communications team
- Strong attention to detail and excellent editing skills
- Ability to develop relationships with internal and external stakeholders

DESIRABLE SKILLS, KNOWLEDGE AND EXPERIENCE:

Qualifications: what are the minimum educational, technical or professional qualifications required to competently perform role

Skills, Knowledge & Experience:

- Experience working in a not-for-profit organisation
- Experience in managing a corporate social media account/profile
- Experience using Google Analytics

SCOPE:

Financial accountability: Does this role have accountability for a budget?

- no

People responsibility: Does this role have any direct reports or indirect reports (through direct reports)?

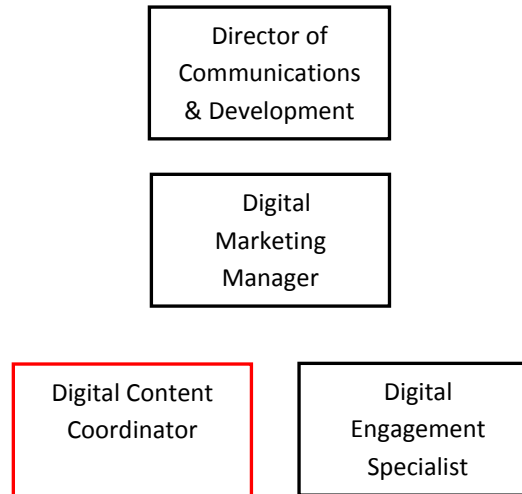
No. of direct reports

0

No. of indirect reports

0

ORGANISATIONAL CHART: (please complete using position titles or insert diagram below)



ADDITIONAL INFORMATION: is there any additional information that needs to be understood to explain this role?