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| **Position Title** | Digital Coordinator | **Level** | A |
| **Reports to (role)** | Senior Manager, Communications |
| **Team** | Communications and Development |
| **Location** | Telethon Kids Institute, Perth Children’s Hospital, 15 Hospital Ave, Nedlands |

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| **PURPOSE OF POSITION** |
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| To help maintain the Institute’s external website including the curation of content to ensure information remains up-to-date, current, accessible and is effectively promoted. This role assists with website updates and maintenance, SEO and metrics, information architecture and structure, and training of staff in the use of the Content Management System (CMS). This role will also assist with the maintenance and updating of content on other digital communication channels such as social platforms and the intranet. |

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| **KEY RESPONSIBILITIES** |

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| **Key Responsibilities** | **Tasks required to achieve Key Responsibilities** | **Measures** |
| **Digital content**  | * Assist with proactively maintaining website content to ensure information is up-to-date.
* Carry out regular scheduled content updates including liaison with staff/teams to gain updated information.
* Audit the website for UX functionality and provide recommendations across areas such as structure, content, metadata, linking, optimisation, etc.
* Regular analysis and reporting on website metrics.
* Helping subsite editors with best practice to ensure their subsites are up-to-date and effectively optimised.
* Assist with intranet updates and social media content as required.
 | * Feedback from staff.
* Feedback from Digital and Communications management.
* Improved site metrics.
* Constant up-to-date content.
* Audits of the website are carried out regularly.
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| **Digital optimisation** | * Maximise content and platform features such as personalisation and search to enrich the user experience.
* Adapt content, visuals and other creative assets to the digital platform to optimise its impact.
* Maximise SEM and SEO and identify and implement improvements.
* Track digital user experiences and journeys.
 | * Increased website engagement by community including hits, time on page, etc.
* Website is up-to-date and current.
* Google rankings and metrics.
* Effective relationships.
* Feedback on reports.
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| **Training and support** | * Train and support staff on the use of Episerver CMS.
* Respond to support queries from staff around CMS and content.
* Assist members of Communications and Development team as required.
* Fill in on tasks, events, and activities where temporary extra staffing is required.
* Contribute to the planning and regular meetings of the Communications and Development team.
 | * Team KPI’s met.
* Digital is embedded into the Institute’s activities.
* Staff feedback.
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| **Workplace** **Safety** | * Take reasonable care for your own safety and health and avoid harming the safety and health of others through any act or omission at work.
* Identify and assess workplace hazards and apply hazard controls.
* Report every workplace injury, illness or near miss, no matter how insignificant they seem.
* Abide by Telethon Kids Institute policies and procedures.
 | * Responsibilities are embedded in work practices.
* Hazards are effectively

managed or reported. * Accidents and incidents are reported in a timely manner.
* All applicable safety policies and procedures are sought, understood and implemented.
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| **ESSENTIAL CRITERIA** |

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| **Qualifications:**  | * Relevant qualification or certification in digital media/marketing, communication, or social media.
* Or equivalent practical experience.
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| **Essential Skills, Knowledge & Experience:**  | * Demonstrated practical experience in website content management.
* A working knowledge of Google Analytics and ability to extract and interpret data.
* Ability to convert analytic data into actionable steps to improve website traffic and drive conversions.
* Experience working with content management systems (CMS) - experience using the EpiServer CMS is highly regarded.
* Understanding of effective website structure and content curation.
* Knowledge of search engine optimisation (SEO) strategies and best practice.
* Ability to build positive working relationships.
* Excellent written and verbal communication skills.
* Ability to coordinate a number of priorities and tight deadlines.
* Ability to work independently and as part of a team.
* Strong and accurate attention to detail.
* Passion for science and child health.
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| **DIRECT REPORTS** | Nil |

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| **Approved by:** | Senior Manager, Communications  |  |
| **Date approved:** | 1 March 2019 |  |
| **Reviewed by P&C:** | 1 March 2019 |  |

