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Digital Marketing Coordinator

Key Position Information	
Job Title:	Digital Marketing Coordinator
Business Unit:	Corporate Services
Location:	Sydney, NSW
Reports To:	Manager, Communications and Memberships
Status:	Full Time (35 hours / week)
Level:	SCHADS Level 4
Direct reports:	Nil

About AbSec

AbSec - NSW Child, Family and Community Peak Aboriginal Corporation is the peak Aboriginal organisation in the NSW child and family welfare sector. We provide an Aboriginal perspective on child protection and out-of-home care policy to the NSW Government and support the Aboriginal community-controlled sector to deliver effective services for Aboriginal children and families. We are a not-for-profit, incorporated community organisation, governed by an all-Aboriginal board.

AbSec Learning and Development Centre (AbSec LDC), is a subsidiary organisation and registered training organisation. AbSec LDC is the only registered training organisation in NSW owned and managed by Aboriginal people in the child and family support sector, offering recognised qualifications in disability support, family welfare and child protection, as well as governance, leadership and management.

Our Vision

Aboriginal children and young people are looked after in safe, thriving Aboriginal families and communities and are raised strong in spirit and identity, with every opportunity for lifelong wellbeing and connection to culture.

Our Principles

- **Acknowledgement and respect** – acknowledging the diversity of all Aboriginal nations and respecting traditional owners of the land, constantly reminded by Elders, and cultural knowledge of communities to inform our action
- **Professionalism and integrity** – acting with the highest level of professionalism for our communities, ensuring our integrity will not be compromised in striving for the provision of quality, culturally responsive and accessible supports
- **Self-determination** – ensuring that our focus is underpinned by the rights of Aboriginal people to make decisions that impact their lives, recognising the interests of Aboriginal children, young people, families and carers, and communities in all that we do
- **Independence and solutions focused** – serving the interests of Aboriginal children, young people, families, people with disability, communities and the organisations that support them to deliver holistic approaches to issues impacting them
- **Transparency and commitment** – remaining committed to our people in everything we do, ensuring our actions are clear and promoted at every opportunity

Role Purpose

The Digital Marketing Coordinator will be responsible for the development and execution of digital marketing assets and strategies to enhance AbSec Learning and Development Centre's online presence and drive engagement with our target audience. This role will collaborate with the Communications and Memberships team, cross-functional teams and other stakeholders to coordinate and execute digital campaigns, analyse data, and optimise the LDC's digital marketing efforts,

Position Requirements

- Minimum of 1-year relevant experience working within media or marketing role.
- Completion or progress towards relevant tertiary qualifications in communication, or other relevant discipline.

Function	Accountabilities
Operational	<ul style="list-style-type: none">▪ Plan, develop, and execute digital marketing campaigns across various channels, including social media, email marketing, pay-per-click (PPC) advertising, and content marketing.▪ Create and curate engaging and relevant content for digital platforms, in collaboration with the broader marketing team, including blog posts, social media, email newsletters, and website updates.▪ Manage, maintain and grow social media profiles with interaction and responding to comments.▪ Plan and execute email marketing campaigns, including designing email templates, segmenting lists, and analysing email campaign results.▪ Maintain content calendars, including scheduling of posts.▪ Maintain email subscriber lists.▪ Utilise content management platform to update and maintain the AbSec website with fresh and engaging content.▪ Monitor and analyse digital marketing performance metrics using tools like Google Analytics, social media analytics platforms, and website analytics to implement improvements.▪ Generate regular reports on activities and metrics to provide insights to inform decision-making.▪ Collaborate with cross-functional teams to ensure marketing efforts align with the AbSec brand and organisational objectives.▪ Undertake other duties within the scope of this role, as directed.
Organisational Contribution	<ul style="list-style-type: none">▪ Work collaboratively with AbSec teams to ensure their work is communicated to our audience.▪ Consistently act in accordance with AbSec's values, challenges practices inconsistent with these values and uses values as a basis managing relationships and decision-making.▪ Comply with AbSec Policies and Procedures.▪ Participate in organisational and professional development activities, as directed.
Key Relationships	<ul style="list-style-type: none">▪ Manager, Communications and Memberships and the Communications and Memberships team.▪ All staff to ensure robust input into marketing activities.▪ Any community and government stakeholders relevant to the work of the team.

Selection Criteria

The occupant of this position will be able to demonstrate the following criteria:

- A creative and innovative thinker with demonstrated experience working in digital media, preferably for an Aboriginal organisation, not-for-profit, community services or government organisation.
- Demonstrated experience in campaign management. Strong written communication and editing skills with a high-level of attention to detail across multiple formats and targeted to diverse audiences.
- Experience working with key online services, databases, programs and software such as content management systems, Google Analytics, social media analytics, and email platforms..
- Strong content creation for digital and print using digital design software such as Canva and Adobe Creative Suite.

- Ability to interpret, report and make decisions on data.
- Excellent communication and interpersonal skills.
- Ability to work independently as well as part of a team to ensure timely delivery of allocated tasks and the ability to handle multiple priorities to a high standard.

The following are desirable:

- Understanding of the NSW child protection system.
- Photography and video-making skills, including experience with Adobe Photoshop and Adobe Premiere Pro.

Practical Requirements

- Work outside of the normal hours of duty and some business travel may be required.
- Employment will be subject to a National Police Clearance and a NSW Working With Children Check.
- This position has been classified under the Social, Community, Home Care and Disability Services Industry Award 2010. Salary is subject to negotiation, skills, and experience.
- Appointment to this position of a person not currently an employee of AbSec will be subject to a probationary period of 6 months.
- Applications from Aboriginal and Torres Strait Islander people are strongly encouraged.