

POSITION DESCRIPTION

Position title	Digital Marketing Officer
Group	Communications, Policy and Partnerships
Classification	Level 4
Location	Hybrid working arrangements - combination of work at Carers Victoria Melbourne CBD and home-based office work, in line with business needs.
Reports to	Marketing and Communications Manager
FTE/ Tenure	0.8 FTE, ongoing

Organisational Purpose
<p>Carers Victoria is a for-purpose organisation working to make sure that the almost 1 million unpaid carers across the state are understood, recognised and supported as while it is an important role, it can also be a challenging one.</p> <p>To progress our vision of a future in which all unpaid carers are recognised, valued and supported, we:</p> <ul style="list-style-type: none"> • provide them with free with advice and information to help them in their role • connect them to respite activities that allow them to take a break and recharge; • deliver events and education for carers and carer-interested organisations • collect, analyse and release information about carers so their role and their needs are better understood. <p>These contribute to our purpose of advancing understanding of Victoria’s unpaid carers and improving their access to assistance - whoever they are, wherever they live, and whomever may be in their care relationship/s. Every Victorian will know, need and/or be an unpaid carer at some point in their lives so the potential reach of our work is significant.</p> <p>Carers Victoria also prides itself on being an enthusiastic, inclusive, and fun workplace. The people who work with us tell us that they value our warm and welcoming work environment, our high level of flexibility and that the work we do makes a real difference. Our values speak to who we are and what matters to us:</p> <p>Committed to carers and caring Able to build and strengthen community Respectful and united in our differences Empower curious and creative pioneers Responsible for our actions, we celebrate success, learn from the rest</p>
Group Purpose
<p>Communications, Policy and Partnerships</p> <p>The Communications, Policy and Partnerships Group will have responsibility for leading the organisation’s:</p> <ul style="list-style-type: none"> • Marketing and communications, strategic partnerships and membership acquisition functions. All critical to achieving the organisation’s Strategic Plan, the Group will work collaboratively with staff across the organisation to build and execute strategies that drive increased public awareness of carers and Carers Victoria; that exponentially grow the number of carers connected and engaged with Carers Victoria; and building partnerships with corporate and philanthropic partners that contribute to both these gains and revenue diversification. • Policy and insights function, building a cross organisational evaluation program and supporting the development and dissemination of timely, strategic and engaging analysis and commentary that drives increased awareness and support for carers and carer informed services, policy and advocacy efforts; and • People, culture and leadership function, creating a supportive workplace and a thriving, high-performing workforce.

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Position Description - Purpose and Objectives
<p>The Digital Marketing Officer will play a pivotal role in ensuring that Carer’s Victoria’s social and digital marketing channels effectively engage and communicate with Victoria’s carers, the broader community, our partners and other key stakeholders.</p> <p>Working as part of the team, the Digital Marketing Officer is responsible for maintaining core digital assets, including Carer’s Victoria’s website and social media platforms. A key aspect of the role is ensuring information remains up to date, and that these assets are compliant with accessibility and usability requirements, and organisational style and branding guidelines. The Digital Marketing Officer will manage and execute social media strategies across multiple platforms (Facebook, Instagram, LinkedIn, YouTube etc) with a strong emphasis on driving organic traffic through engaging posts and video content.</p> <p>Key aspects of the role include content creation; content scheduling; engagement strategies for all audiences; campaign activation; website monitoring, development and enhancement; analytics and insights.</p>

OUTPUT AND ACCOUNTABILITES

Area of responsibility	Key elements (including but not limited to)
<p>1. Support the development and coordination of digital media campaigns</p>	<ul style="list-style-type: none"> • Coordinate digital channels (website, social media and EDMs) contributing to content curation and creation ensuring compliance with digital, brand and communications guidelines • Design artwork and assets for social media posts across all channels, this includes video and additional content • Develop, schedule and publish regular content on Facebook, Instagram and LinkedIn, with a focus on video content (education and events) for YouTube to drive organic engagement • Implement social media strategies to grow our follower base and increase engagement • Manage and execute Facebook events for the whole of organisation, ensuring optimal engagement and performance • Work with the team, including leadership, to build relationships with influencers and content creators where it delivers on strategy • Engage with our audience by responding to comments, messages and fostering carer community interaction
<p>2. Administer the Carers Victoria’s website including proactive content review</p>	<ul style="list-style-type: none"> • Create and maintain the website ensuring it is contemporary, user-friendly, visually appealing, accessible, and up to date • Work closely with the Marcomms Manager, Communications Specialist, business areas and content owners to coordinate content planning • Coordinate the proactive and regular review of website content to ensure it remains useful, accurate and current • Oversee the resolution or escalation of technical issues to the website host and developer, including the development of new features, functions or sections of the website • Develop and implement SEO strategies to improve website rankings and drive organic traffic
<p>3. Support ongoing digital media and website analysis</p>	<ul style="list-style-type: none"> • Monitor trends in social media, tools and applications to stay current and propose new business opportunities • Analyse social media metrics and report on outcomes and campaign traction regularly • Monitor and report on website performance using analytics tools

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ORGANISATIONAL RELATIONSHIPS

Internal	External
<ul style="list-style-type: none"> • CEO • Executive Leadership Team and People Manager Group • Direct Manager and Team Members • Other Carers Victoria staff • Board (by invitation) 	<ul style="list-style-type: none"> • Carers and people in their carer relationships • Partner organisations, including peak bodies and service providers • Corporate, Community Sector and Government Partners • Carers Australia, other carers organisations across Australia and partner organisations

KEY SELECTION CRITERIA

Parameter	Skills and experience required
<p>Demonstrated capabilities, knowledge, skills and experience:</p>	<p>Essential:</p> <ul style="list-style-type: none"> • Minimum 2 years proven experience in a similar role/s • Demonstrated experience developing and delivering impactful digital media campaigns and content planning • Demonstrated website, particularly WordPress, experience • Experience with website CMS management • Hands on experience with database marketing and email marketing tools like MailChimp • Strong knowledge of digital marketing platforms (Meta, LinkedIn Campaigns etc.) as well as the Google suite (Google Ads, Google Analytics, Good My Business), plus SEO/SEM tools • Excellent workflow and time management skills, with the ability to juggle competing priorities <p>Desirable:</p> <ul style="list-style-type: none"> • Experience in engaging carers or other people with living/lived experience to gain their feedback, insights and advice through a range of channels will be well regarded • Understanding of operational and strategic context of Carers Victoria or demonstrated ability to rapidly acquire this.
<p>Qualifications and other requirements:</p>	<p>Essential:</p> <ul style="list-style-type: none"> • A tertiary qualification in marketing and communications or relevant other qualification • Current National Police Records Check. • Current Working with Children Check. <p>Desirable:</p> <ul style="list-style-type: none"> • Qualifications in communications, media or a similar field
<p>Personal attributes and behaviours:</p>	<p>Essential:</p> <ul style="list-style-type: none"> • Demonstrated capacity to work effectively in a team • Demonstrates initiative and adaptability • Displays curiosity, open to new ideas and interested in understanding what works • Remains calm under pressure, keeps things in perspective • Passion, humility, integrity, positive attitude, mission-driven, and self-directed. • Demonstrated skills and ability to implement inclusive practice principles when planning and delivering work across diverse communities, including LGBTIQ+ communities, Aboriginal and Torres Strait Islander communities, Culturally and Linguistically Diverse communities. • Ensure workforce interactions with carers are kind, caring and respectful of each person's identity, culture and diversity. • Understanding of Child Safety Legislation and a commitment to child safety practice.

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Professional Development	<ul style="list-style-type: none">Undertake relevant training and professional development, including mandatory training.
Occupational Health & Safety, Quality and Continuous Improvement	<ul style="list-style-type: none">Comply with requirements of the Occupational Health and Safety Act and all reasonable directives given in relation to health and safety at work.Provide a positive contribution towards achieving a culturally safe workplace.Demonstrate commitment to and participate in team quality activities to ensure compliance with Carers Victoria quality accreditation and continuous improvement procedures.
Other Duties	<ul style="list-style-type: none">Other duties as directed consistent with skills, qualifications and experience.

CARERS VICTORIA COMMITMENT

Carers Victoria is an equal opportunity employer and welcomes people from culturally diverse backgrounds, linguistically diverse people, Aboriginal and/or Torres Strait Islander peoples, members of the LGBTIQ+ communities and people with disabilities.

Carers Victoria is committed to maintaining a diverse workforce that reflects the diverse needs of the people we support. We draw pride and strength from our diversity and actively foster an inclusive workplace that celebrates the contribution made by all our people. Carers Victoria is also committed to protecting the best interests and safety of children and vulnerable people.

VERSION CONTROL

Updated by:	General Manager Communications, Policy & Partnerships / Human Resources
Approved by:	Human Resources
Date:	16 December 2024