

ROLE TITLE:	Digital Strategy and Marketing Officer	BUSINESS UNIT:	Marketing and Communications
DATE:	November 2021	FTE:	Casual up to 0.4 (16 hours per week)
REPORTS TO:	Marketing and Communications Lead/Specialist	ROLES REPORTING TO THIS ROLE:	None

APPROVED: **10/11/2021**

ROLE PURPOSE:
 International Needs Australia (INA) is a Department of Foreign Affairs (DFAT) and donor-funded and accredited international development organisation that works with the poorest and most marginalised communities, especially women and children, to eliminate poverty and its causes regardless of affiliation. INA is different in our approach to international development and our engagement with Australian supporters because INA:

- focuses on women and children in three key areas: Education, Health and Livelihoods
- works in Southeast Asia, South Asia & Eastern Africa (currently Ethiopia, Uganda, Ghana, India, Nepal, Sri Lanka, Myanmar, Philippines)
- is grounded in Christian values and strives for a just world where all people are treated equally to reach their God-given potential
- commits to in-country project localisation with innovative partners and work through local staff and volunteers. We believe this is respectful and supports the development of more substantial and sustainable partner organisations and community outcomes
- believes in poverty alleviation through a cross-sectoral and holistic approach to community development. This approach lets us partner with donors and other agencies committed to holistic poverty alleviation, focusing on community-prioritised needs
- conducts national education programs with Australian students that align with the Australian curriculum to help youth clarify their personal purpose and increase empathy and understanding of global poverty and the Sustainable Development Goals
- brings our funding contributors and in-country partners closer together and easily co-design projects with all stakeholders to support innovation and alignment of programs

Marketing and Communications aims to increase income and brand awareness to support INA to achieve its Mission. The team:

1. delivers a regular schedule of appeals to inspire active support for INA programs from current and prospective donors
2. acquires new supporters (individual donors, business partners and schools) on a journey to fight injustice and alleviate poverty
3. enhances the donor engagement and journey
4. strengthens engagement with business, trusts and foundations
5. raises brand awareness through advocacy and communications campaigns
6. grows grant income

Reporting to the Marketing and Communications Team Leader, the **Digital Strategy and Marketing Officer** is responsible for developing, overseeing and implementing agreed social media communications campaigns (co-ordinating and posting digital content on INA's website and social media channels according to the annual communications plan digital matrix. The position also develops the standard operating procedures and procedures to systematise this activity.

KEY OUTCOMES:

1. Development of social media strategy and plan to support all fundraising (acquisition and retention), promotional, educational, etc. campaigns via website and social media channels, in line with plans.
2. Collaborate on and create original content and ads to post to website and all social media channels – including copy and some design.
3. Update content for social media platforms and website, and actively moderate audience comments.
4. Content creation, implementation and management of paid social media advertising.
5. Support development and updates to the INA website , including changes to the INA website home page to reflect current campaigns and plans (Donor Retention and Donor Acquisition).
6. Create appealing images to support appeals and communications.
7. Desktop publishing relevant promotional materials for social media use, using Adobe InDesign/Canva.
8. Ensure professional communications activities and the maintenance of the corporate brand.
9. Ability to develop and implement a donor-centred and conversion-friendly plan (Able to highlight a call to action and achieve results).
10. Assisting with IT troubleshooting and social media.
11. Reporting and analysis on relevant search engine, website and social media metrics.
12. Forward plan and schedule content and ads, but remain agile and timely in content creation and posting ad hoc items – eg. emergency appeal, unplanned event, etc.
13. Develop, update and own social media post schedule/calendar.
14. Liaise with in-house staff to facilitate projects.

KEY RELATIONSHIPS / INTERACTIONS

Direct working relationship:

- Marketing and Communications Team Leader

Internal Working Relationships

- Marketing and Communications Coordinator
- Casual - Graphic/web designer
- Manager, Marketing and Communications (vacant) / Chief Executive Officer
- Partners and Major Donors Team Leader
- Donor & Community Relations Officer
- Education Officer
- Manager – Finance and Administration
- Contracted staff: graphic designer/s
- Partnerships Officer
- Manager, International Programs
- Compliance and Programs Officer

Internal Working Relationships

- Service providers



KEY SELECTION CRITERIA

The successful applicant may be required to address the required capabilities by providing real evidence through stated and written examples of work. The responses should demonstrate the capabilities, and the achieved outcomes.

The claims of each applicant will be assessed against the Key Selection Criteria. Applicants should frame their application in the context of the requirements of the role and its key outcomes. The selection panel will assess applications against the capabilities below, taking into consideration the context of the role and any specific abilities that have been identified as being relevant /necessary for the role.

QUALIFICATIONS AND CAPABILITIES:

- Development of social media strategy and plan to support all fundraising (acquisition and retention), promotional, educational, etc. campaigns via website and social media channels, in line with plans
- Collaborate on and create original content and ads to post to website and all social media channels – including copy and some design
- Update content for social media platforms and website
- Content creation, implementation and management of paid social media advertising
- Strong computer literacy with Microsoft Office and Adobe Creative products, Canva, content management systems (Wordpress, plug-ins) (or ability to learn), and scheduling tools such as Content Creator and Hootsuite
- Development and updates to the INA website (Divi, Wordpress) including the creation of new landing pages, including changes to the INA website home page to reflect current campaigns and plans (Donor Retention and Donor Acquisition)
- Desktop publishing promotional materials for social media use, using Adobe InDesign/Canva
- Content creation, implementation and management of paid social media advertising
- Assist with IT troubleshooting and social media
- Create appealing images to support appeals and communications
- Ensure professional communications activities and the maintenance of the corporate brand
- Reporting and analysis on relevant search engine, website and social media metrics
- Exceptional attention to detail, effective verbal, and written communication skills
- Strong interpersonal skills with demonstrated ability to work within a team environment
- Ability to use initiative and a desire to drive continuous improvement
- Proven ability to effectively manage workload, often with conflicting deadlines
- Strong results orientation and entrepreneurial approach and high level of perseverance
- Ability to follow a design brief
- Strong time management and organisational skills, with the demonstrated ability to manage multiple priorities and deadlines simultaneously
- Demonstrable commitment to INA values and the cause of international development

QUALIFICATIONS

Essential: Tertiary education and/or extensive experience in social media marketing and communications

INA VALUES

- We are Christian
- We value and respect people of all ages, gender, race and creed
- We are committed to empowering local communities
- We are a voice for the poor, the disadvantaged and the oppressed
- We are stewards of natural, human and financial resources
- We demonstrate integrity and commitment

SPECIAL CONDITIONS

- A current driver's licence and the willingness to drive is a requirement
- Some out-of-hours work is required
- Inter and Intra-state travel may be required
- The incumbent will be required to achieve performance targets as negotiated and mutually agreed with the CEO
- The successful applicant is required to gain a relevant working with children and other required checks prior to being employed which is required to be renewed as required.
- Australian residency or current works permit is required (responsibility of applicant to provide evidence of a current work permit).
- Work from home and/or INA offices