

## POSITION DESCRIPTION

<b>TITLE</b>	COMMUNICATIONS AND DIGITAL OFFICER
<b>RESPONSIBLE TO</b>	DIGITAL COMMUNICATIONS & NZ MARKETING MANAGER
<b>DURATION</b>	Ongoing
<b>HOURS</b>	Full Time
<b>SALARY</b>	\$50,000-\$55,000 plus employer superannuation contribution
<b>LOCATION</b>	Docklands, Melbourne, Australia or Takapuna, Auckland New Zealand

## THE ORGANISATION

Fairtrade Australia and New Zealand (ANZ) is a dynamic and enterprising development organisation committed to tackling poverty and injustice through trade. We are best known as the independent, not-for-profit body behind the Fairtrade Mark, a means for assuring consumers that their purchase helps disadvantaged farmers and workers in developing countries secure a better deal. The Fairtrade Mark is the best known and most trusted ethical label amongst consumers worldwide.

Fairtrade ANZ is governed by a Board of Directors and is a member of Fairtrade International, a global network of organisations working to uphold robust standards. The global Fairtrade network also includes producer networks in Africa, Asia-Pacific and Latin America/Caribbean, who are co-owners of the global system.

Fairtrade ANZ has an ambitious new five-year strategy to transform a critical mass of the population to rethink the products they buy and consume and to proactively support and advocate for the producers behind these products. The strategy places an emphasis on significantly increasing consumer demand by promoting awareness, engagement, sales and advocacy of Fairtrade brand, products and ideology.

## THE TEAM

The position sits within the Marketing and Community Engagement team, which works across both Australian and New Zealand markets. The team is responsible for activities including marketing campaigns, content production and communications, digital optimisation, development of educational materials, PR, events and research.

The Marketing and Community Engagement team works closely with the rest of the organisation and the wider Fairtrade network to achieve its goals - of raising awareness about the issues Fairtrade exists to address, building support for change in trade practices, and creating demand for Fairtrade certified products to generate growth in sales – which ultimately lead to facilitating fairer trading conditions and greater returns for producers in developing countries, enabling them to build thriving communities.

### Fairtrade Australia & New Zealand

Head Office

Suite 312, 838 Collins Street | Docklands | VIC 3008 | Australia

**Phone** +61 3 9602 2225 | **Email** [info@fairtrade.com.au](mailto:info@fairtrade.com.au)

**Web** [www.fairtrade.com.au](http://www.fairtrade.com.au)

ABN 98 114 571 881

New Zealand Office

84c Hurstmere Road | Takapuna | Auckland 0740 | New Zealand

**Phone** +64 9 920 4950 | **Email** [info@fairtrade.org.nz](mailto:info@fairtrade.org.nz)

**Web** [www.fairtrade.org.nz](http://www.fairtrade.org.nz)

NZBN 9429034668269

## THE OPPORTUNITY

The Communications and Digital Officer position reports to the Digital Communications and NZ Marketing Manager and works closely with members of the Marketing & Community Engagement team across the Australian and New Zealand offices. Its purpose is to create clear, consistent and compelling messaging about Fairtrade and to support the development and maintenance of Fairtrade's presence and voice as well as building reach and engagement through application of best practice and data based decision-making.

Supporting management of the Fairtrade ANZ website, campaign microsites, blogs, e-newsletters and supporting social media activities, the position plays a key role in amplifying Fairtrade's messages and campaigns and ensuring effectiveness and appropriateness of Fairtrade ANZ's communications.

It is an ideal opportunity for someone who has a love of seeking and writing content, and of tracking and interpreting data to inform best approach across Fairtrade ANZ's communications channels.

## Key Tasks and Responsibilities

- Storytelling for the organisation - writing and/or editing communications material, including leaflets, posters, campaign materials, newsletters, blogs, website pages and social media posts as required
- Proactively working with colleagues across Fairtrade in determining and sourcing appropriate written and visual content for Fairtrade ANZ's websites, based on digital trends, internal/external analysis, campaigns and stakeholder requirements, keeping our websites fresh, dynamic and relevant.
- Liaising with external content producers as required, to ensure necessary quantity of quality and interrelated content is available for use across all channels in keeping with internal content strategy
- Maintaining and regularly updating content of Fairtrade websites and campaign sites in line with the internal communications plan.
- Regularly monitoring website and social media performance to collate information on performance and produce statistical reports using a variety of analytics tools to report, track and measure activity with performance metrics and benchmarks, suggesting and implementing solutions to improve content and conversion in relation to the website and social channels
- Supporting Digital Communications & NZ Marketing Manager to monitor, adjust and administer Pay Per Click campaigns across platforms such as Google AdWords and Facebook Adverts Manager
- Providing editorial and proofreading services for other teams and contractors producing high profile outputs (e.g. for policy reports, campaigns and promotional materials, press releases and press packs)
- Monitoring and analysis of competitor digital activity, evaluating areas of learning and making recommendations for improvement
- Liaising with international Fairtrade partners in other markets to share digital best practice and ways of working.

## Key Skills and Experience:

- A proven track record in the writing, editing, proofing and production of high quality, creative, compelling and effective print and digital materials for a public audience (E)
- Demonstrable experience in writing for web pages, with the ability to communicate human stories and translate complex information and ideas into simple digital content in an accessible and compelling way (E)
- Ability to produce high quality writing at speed (E)

- Ability to plan, organise and prioritise your own workload, ensuring delivery to deadlines (E)
- Meticulous attention to detail, strong appreciation of the importance of informational accuracy and legality in copywriting (E)
- Strong analytical and inquisitive thinking, with working knowledge of how to interpret data, proactively identifying opportunities, informing and optimising the organisation's approach to content and communications.
- Good working knowledge and technical understanding of digital platforms and trends within digital marketing (E)
- Basic understanding of user experience principles and best practice (E)
- Experience working within a global business to global brand guidelines (D)
- A working knowledge of international development and the role of Fairtrade in tackling poverty and unfair trade (D)
- Providing a customer focused service working across organisations with stakeholders to understand their requirements, translating these into creative best fit solutions and briefs (D)