

	Position Title: Digital Manager	Team: Strategic Engagement		Region: Central
	Supervisor: Head of Marketing	Delegations and Authorities: In Line with Delegations Policy	Band: D	Date Completed: May 2019

ORGANISATIONAL INFORMATION

OUR VISION AND PURPOSE	ROLE CONTEXT
<p>We believe children, young people and families should be safe, thriving and hopeful.</p> <p>Our Vision for 2022: Together we will courageously change lives and reimagine service systems.</p> <p>For over 140 years, Berry Street has adapted to a changing world, and we will continue to adapt to achieve our purpose.</p> <p>Berry Street will continue to be a strong and independent voice for the children, young people and families with whom we work. In collaboration with others, we will advocate for investment in early intervention and prevention services that enable families to be safe and stay together. We will use approaches that are culturally safe and informed by the best evidence available. We will measure and learn from the impact of our work, and we will continually contemporise our models of practice.</p> <p>We look forward to working with children, young people, families, carers, staff and partners to achieve this vision. Together.</p>	<p>The Digital Manager is responsible for maintaining and optimising Berry Street digital platforms to meet marketing and organisational goals. This role will take the lead in managing large-scale digital and website projects, including key redevelopment and digital projects designed to support campaigns.</p> <p>Reporting to the Head of Marketing, this role sits within an integrated marketing team and is responsible for content management; platform management, maintenance and coordination; digital project management; SEO; analytics & reporting; agency management; user journeys; internal account management.</p> <p>The successful candidate will be able to lead and influence stakeholders on best practice digital strategy, will be a positive team player with a 'can do' attitude and high attention to detail. They will be customer focussed, technically astute, adaptable and able to identify opportunities to meet goals and KPIs.</p>
OUR VALUES	PRIMARY OBJECTIVES OF THE ROLE
<p>Berry Street expects all staff to apply these Values in all aspects of their work.</p> <p>Courage: to never give up, maintain hope and advocate for a 'fair go'</p> <p>Integrity: to be true to our word</p> <p>Respect: to acknowledge each person's culture, traditions, identity, rights, needs and aspirations</p>	<p>The primary objectives of the role are to:</p> <ul style="list-style-type: none"> • Ensure Berry Street websites are maintained, optimised and developed to meet organisational goals • Work closely with senior stakeholders to plan effective digital platforms that support organisational goals and strategic initiatives • Drive key digital and website projects • Prioritise & deliver website development effectively, setting clear expectations and considering strategic imperative • Manage external agencies to ensure projects are briefed, tested, optimised, and delivered on-time and on budget • Analyse and report on digital platform performance and opportunities/risks

<p>Accountability: to constantly look at how we can improve, using knowledge and experience of what works, and ensure that all our resources and assets are used in the best possible way</p> <p>Working Together: to work with our clients, each other and our colleagues to share knowledge, ideas, resources and skills</p>	<ul style="list-style-type: none"> Effectively influence stakeholders based on a solid understanding of best practice including across technology, SEO and user journeys Management of one direct report <p>REPORTING RELATIONSHIPS</p> <p>This role is based at our Richmond office. It is part of the broader Strategic Engagement Team which also includes Fundraising, Public Policy, Media, Philanthropy and Analytics. This role reports to the Head of Marketing in the Marketing team who will provide supervision and review. This role manages the Digital Project Coordinator and works in conjunction with a range of stakeholders across the Strategic Engagement team and the wider organisation.</p>
EXPECTATIONS	
<ul style="list-style-type: none"> Conduct oneself in accordance with the Berry Street Code of Conduct which is underpinned by the values of accountability, courage, integrity, respect and working together within the principles of continuous improvement and occupational health and safety. Berry Street is committed to the principles of social justice. We aim to ensure every individual is treated with dignity and respect regardless of their cultural background, ability, ethnicity, gender identity, sexual orientation, spirituality or religion. Berry Street supports White Ribbon, Australia's campaign to stop violence against women. There is an expectation that staff never commit, excuse or remain silent about violence against women. Berry Street is committed to being a child safe, child friendly and child empowering organisation. In everything we do we seek to protect children. We are committed to the cultural safety of Aboriginal and Torres Strait Islander children; children from culturally and/or linguistically diverse backgrounds; children with a disability; children who identify with a sexual and or gender minority identity. 	
KEY SELECTION CRITERIA: KNOWLEDGE, SKILLS AND ABILITIES REQUIRED TO FULFIL THE ROLE	
<ul style="list-style-type: none"> Demonstrated experience leading teams/stakeholders to manage and deliver website/digital projects end to end using proven Project Management tools and methodologies Demonstrated experience creating integrated digital strategy to meet business challenges Demonstrated experience managing agencies and consultants including developers, to translate strategic goals into effective technical solutions Strong technical skills including hands-on experience using CMSs, Google Analytics, HTML as well as knowledge of UX principles Good analytical skills with an understanding of marketing metrics Knowledge of SEO best practice and implementation Ability to work effectively with a range of stakeholders, setting clear expectations on deliverables and timelines Ability to understand the digital and platform strategy in the broader context of integrated campaigns and organisational strategy Exceptional organisation and attention to detail 	

- Proven experience managing direct report/s
- Team player, collaborative, with a 'can do' solutions-oriented attitude

QUALIFICATIONS AND OTHER REQUIREMENTS	DESIRABLE
<ul style="list-style-type: none"> • A tertiary qualification in Marketing, Digital Media / Marketing, Project Management or related area • 5+ years in similar digital role • Experience with Google Analytics • Proven experience managing direct report/s • Staff must hold a valid WWCC, and undergo a Criminal Records Check prior to employment. Subsequently, staff must report any criminal charges or court appearances. 	<ul style="list-style-type: none"> • Experience with Drupal / MailChimp • Experience in a fast-paced not-for-profit or cause-based environment

KEY ACCOUNTABILITIES AND RESPONSIBILITIES

ACCOUNTABILITY	SPECIFIC RESPONSIBILITIES
Digital strategy	<ul style="list-style-type: none"> • Formulate a comprehensive Berry Street digital strategy, considering opportunities, strategic initiatives and where best to place resources for the most impact • Consider alternative solutions across a range of options in order to meet objectives in the most effective and efficient way, particularly in untested waters where a phased approach or a pilot may be suitable • Have an excellent handle on tools and technologies available to support the implementation of an effective digital strategy • Apply a deep understanding of best practice
Digital platform management	<ul style="list-style-type: none"> • Maintain and enhance Berry Street digital platforms on an ongoing basis, ensuring content is up to date, accurate and optimised for SEO • Implement best practice SEO to optimise success over time • Formulate effective plans and methods to effectively manage the digital platform portfolio over time
Project management	<ul style="list-style-type: none"> • Lead end to end digital projects, including a website redevelopment and the creation of a new campaign platform to support organisational goals and multiple stakeholders • Apply appropriate project management methodology to manage project budgets, timelines, requirements and resources to meet project objectives and mitigate risks • Manage key external agencies to drive quality service, delivery on time, value for money and improved results over time
People management & leadership	<ul style="list-style-type: none"> • Manage a direct report, supporting their day to day needs as well as demonstrating leadership to drive high performance and engagement • Coordinate activities and work flow across the team to ensure digital objectives are met and stakeholder needs are fulfilled
Analysis & reporting	<ul style="list-style-type: none"> • Report on and draw insights from results across digital platforms and associated campaign activities • Feed insights into future plans and decisions to ensure we leverage opportunities and mitigate risks

CONDITIONS OF EMPLOYMENT

1. There is no paid overtime, but any extra hours worked will be accrued as Time-in-Lieu according to the Berry Street Victoria Enterprise Agreement.
2. You will initially be employed at our Central office in Richmond. You may be required to work from other Berry Street sites (on a temporary or permanent basis) as directed from time to time.
3. Terms and conditions of employment are in accordance with the *Berry Street Victoria 2014-2017 Agreement*, which includes above Award payments and eligibility for remuneration packaging. Salary packaging up to \$15,900 is available to Berry Street employees who meet the eligibility criteria outlined in our Salary Packaging Policy.
4. The base salary for this position is \$96,190.46 per annum under the Berry Street Victoria Enterprise Agreement. The value of the salary can be increased through salary packaging.
5. Superannuation will be paid according to Superannuation Guarantee into a compliant fund of your choice or into HESTA Superannuation Fund.
6. The successful applicant will be required to undergo satisfactory pre-employment checks, including 2 professional referees, a pre-existing injury/disease declaration, a criminal records check and proof of identity and qualifications.
7. Agency vehicles are available for authorised use and these should be used at all times for work-related purposes, in accordance with the Berry Street Motor Vehicle Policy. However, if you are authorised to use your own vehicle for work-related purposes, you will be paid an allowance per kilometre, which includes provision for comprehensive insurance and other running costs. Berry Street is unable to insure private vehicles owned by staff and will not accept any liability for damage to any staff vehicles incurred while being used for work-related purposes
8. Under Victorian WorkCover legislation, it is the applicant's duty to advise Berry Street of any pre-existing medical condition, which could be aggravated by the type of employment for which they are applying. The existence of a medical condition will not preclude you from employment, unless you are unable to perform the inherent requirements of the position. However failure to disclose any relevant injury or disease will jeopardise any entitlement you may otherwise have for a work-related aggravation of that non-disclosed pre-existing condition.
9. Berry Street has a smoke-free workplace policy