

Position Description

Position Title: Digital Marketing Coordinator

Department: Community Engagement

Reports to Position: Marketing & Communications Manager

Direct Reports: NA

Guide Dogs Queensland Values

All employees are required to conduct all activities in a manner consistent with our CARES values:

C – Committed

A – Accountable

R - Respectful

E – Ethical

S – Successful

NDIS Risk Assessed Role

Managers to complete risk assessment – please select:

Key Personnel Role ☐ Yes ☒ No

Delivery of support/services to clients ☐ Yes ☒ No

More than incidental contact with clients ☐ Yes ☒ No

Portable Long Service Leave

This role is not entitled to Portable Long Service Leave.

Position Overview

The Digital Marketing Coordinator is responsible for developing and delivering a wide range of digital communications strategies and initiatives for Guide Dogs Queensland (GDQ) and to promote the brand in the community through digital promotion and advertising opportunities. This individual is highly motivated and produces best-in-class digital content for our communication channels to enhance engagement and build relationships with internal and external stakeholders (in line with our organisational branding and messaging), as well as acquiring new support for the organisation.

Essential Functions and Responsibilities

- Participate as a member of the Marketing and Communications team to develop and drive GDQ's digital marketing strategy, with a focus on meeting existing customers' needs, maximising cross-promotional marketing opportunities, increasing brand awareness and acquiring new supporters and clients for the organisation.
- Develop and execute digital marketing campaigns for the organisation, including fundraising (such as appeals, events, lotteries and merchandise); PR and brand promotion; and client services and advocacy, using paid search and paid social advertising to continuously improve performance, innovate and drive results across all digital channels, with a particular focus on retention and acquisition.
- Use research, testing, insights and best market practice to produce meaningful, enjoyable and engaging digital experiences and help develop effective stakeholder journeys to foster loyalty and active engagement
- Develop inspiring and engaging copy by maintaining a clear approach with brand identity and tone of voice.

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- Work collaboratively with a range of organisational teams and specialists, including in fundraising, client-facing roles and volunteer/human resourcing areas, to create effective digital communication strategies and tools for campaigns
- Administer and enhance the GDQ website through content creation, SEO development and capture tools for acquisition to increase successful online transactions and brand presence.
- Develop and work collaboratively with national teams to action a comprehensive content plan for the Guide Dogs national social media platforms (Facebook, Instagram and LinkedIn), including reporting on content performance and responding to enquiries.
- Develop and coordinate GDQ's EDM schedule, looking for opportunities to cross-promote business activities and develop comprehensive plans and testing to increase audience open and click-through rates.
- Coordinate best-in-class digital asset production, including video production, imagery, presentations, supporter e-newsletters and news blasts to ensure a consistent and engaging experience for our customers.
- Provide comprehensive reporting on reach and effectiveness of digital campaigns and recommendations for innovative improvements for added campaign effectiveness.
- Monitor budget allocations and achieving the required KPIs.
- Monitor industry and other charitable organisations for new innovation, marketing tactics and communications (digital and traditional).
- Undertake peer review and proof reading of copy to ensure accuracy and consistency.
- Other occasional work (including events and functions) and reporting as directed by the Marketing and Communications Manager.

Other Duties and Responsibilities

- Other related duties as required.
- Participate in professional development opportunities.
- Comply with GDQ Quality Management System and its certifications.
- Act as a Warden or First Aid Officer where required.
- Foster pleasant, respectful and productive working relationships with staff.
- All employees are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

Supervisory Responsibilities

- NA

Knowledge and Skills

Essential:

- As part of our recruitment and selection process, applicants will be required to undergo pre-employment criminal history checks as required by varied legislation. This may include worker screening required by the NDIS which aims to guarantee that key personnel and other workers do not pose an unacceptable risk to the safety and wellbeing of NDIS participants.

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- Qualifications and training equivalent to an undergraduate degree in communications, marketing or a related field; or an equivalent combination of relevant experience and/or education/training.
- High level of skill to lead the development, implementation and governance of digital content strategy, and to advise on and develop digital communication strategies for campaigns.
- Excellent written communications skills for websites, social media, digital newsletters and other collateral, and an understanding of different writing styles for different mediums and platforms.
- Excellent oral communication skills, interpersonal and presentation skills with individuals at all levels including donors, clients, volunteers and staff.
- Demonstrated experience with electronic direct mail platforms (preferably Mailchimp), scheduling software for social media, and with administering Wordpress websites.
- Advanced knowledge and experience with Google Suite (particularly Google Analytics and Tag Manager) to provide in-depth analysis, optimisation and build digital strategies
- High-level organisational skills, attention to detail and the ability to prioritise, meet deadlines and work under pressure.
- Demonstrated personal qualities such as professionalism, personal initiative, creativity and good judgement, working both within a team and autonomously.
- A passion for knowledge and to stay at the forefront of digital advancements and innovations.

Desirable:

- Experience in working for or with not-for-profit organisations.
- Experience in digital automation, in particular email journey automation.
- Experience using a Customer Relationship Management database.
- Experience in coordinating advertising, including strategy development, budgeting, scheduling and reporting on outcomes.
- Experience in photography and videography (preferably SLR and GoPro cameras), including editing and production to a high standard.
- Skills in graphic design, preferably through the Adobe Creative Cloud software suite.

Working Conditions and Environment

- This is generally an office based position with a considerable amount of time spent at a desk and operating computer and telephone equipment.