

## Position Description

### Role Details

Role:	Digital Marketing & Communications Specialist
Reporting To:	Marketing & Communications Manager
Direct Reports:	None
Status:	12-month contract (with view to renew annually based on performance) Full-time (35 hours/week)
Award Classification:	Level 6.1 Social, Community, Home Care & Disability Services Award 2010

### Role Purpose

The Digital Marketing & Communications Specialist is responsible for:

- Management of all PWDA digital marketing and communications assets including the PWDA website, social media channels, CRM, image library, digital fundraising platform and digital campaigning platform.
- Development and production of all PWDA digital communications content including: website content, social media posts, member EDMs, newsletters, videos, digital marketing content, digital campaigning content, digital publications.
- Development and implementation of the PWDA digital communications strategy.
- Supervising the maintenance of all PWDA digital comms assets and liaising with relevant PWDA suppliers including our web developer and CRM developer.
- Assisting the PWDA Communications Team with administrative and technical support as directed.

*PWDA reserves the right to alter this position description from time to time in accordance with the needs of the organisation*

## Responsibilities & Main Duties

### External and Internal Communications

- Create content for, distribute content across and manage maintenance of PWDA's social media channels (Facebook, Instagram, Twitter, LinkedIn, YouTube)
- Develop, produce and implement digital marketing campaigns for PWDA programs, services and activities via banner advertising, EDMs and social media.
- Create and distribute member communications.
- Create and distribute e-newsletters and EDMs.
- Assist with the development and production of basic video content.
- Assist in the production and distribution of PWDA digital publications including: annual report, newsletters, policy guides, recruitment and employee literature, presentations and booklets.
- Regularly update the PWDA Wikipedia Page.
- Provide editorial input to PWDA communications.
- Assist in the use of internal communications systems.

### PWDA Website

- Create and publish new content for the PWDA website.
- Regularly review website and update content as required.
- Provide support to the PWDA Communications Team to publish and upload new content and functionality to PWDA website.
- Create forms, sign-ups and other interactive elements and maintain their functionality.
- Liaise with PWDA web developer to manage maintenance of the PWDA website.

### Community Relationship Management (CRM) System

- Manage the use and maintenance of the PWDA CRM (Civi).
- Liaise with the Communications Team and other internal stakeholders to continually update and improve the content and functionality of the CRM.
- Use the CRM to drive membership and stakeholder engagement and consultation.
- Manage the maintenance of the PWDA digital fundraising platform (Grassrootz).
- Manage the maintenance of the PWDA digital campaigning platform (DooGooder).

### Strategic Planning

- Assist with the development and implementation of the PWDA digital communications strategy.

### Organisational Participation

- Role model key organisational values and behaviour.
- Participate in PWDA general staff meetings, team meetings, PWDA committee meetings and organisational development activities such as strategic planning and policy development
- Participate in relevant professional development activities including training

## Selection Criteria

### Essential

- Qualifications in digital marketing/communications or related discipline with minimum 5 years of experience in a similar role, preferably in a disability or not-for-profit organisation.
- Demonstrated understanding of development and implementation of digital communication plans and strategy.
- Demonstrated understanding of social media including content production, advertising, reporting and analytics.
- Demonstrated experience in copywriting for websites, newsletters, social media and digital advertising campaigns.
- Demonstrated experience in managing websites using CMS systems (preferably Wordpress), in creating basic graphic and video content (preferably using systems such as Adobe Creative Suite, Canva and Premiere), and capacity to learn new software and systems as needed.
- Demonstrated excellent communication (verbal and written), interpersonal and organisational skills.
- Excellent capacity to manage timeframes and competing priorities, including managing deadlines.

### Desirable

- Understanding of how to produce accessible digital content (or proven capacity to learn quickly).
- Understanding and commitment to the rights and interests of people with disability.
- Personal or family experience of disability.

## Other Job Requirements

- Working with Children Check  
*PWDA is a registered employer under the Child Protection (Working with Children) Act, 2012. The successful applicant must be approved under the Working with Children Check prior to taking up appointment.*
- NSW Police Check  
*PWDA receives funding from Ageing, Disability and Home Care (ADHC), NSW Department of Families and Community Services (FACS) under the Disability Inclusion Act 2014. The successful applicant must be approved under the NSW Police Check prior to taking up appointment.*
- Three-month probationary period.