

# Position Description

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<b>Job Title:</b>	Communications & Digital Marketing Specialist
<b>Reporting to:</b>	Senior Manager Media and Communications
<b>Location:</b>	Surry Hills, Sydney preferred but open to other locations for suitable candidate (with regular interstate travel)
<b>Status:</b>	35 hours per week (full time)
<b>Award Classification:</b>	Level 6 - Social, Community, Home Care & Disability Services Award 2010
<b>Direct Reports:</b>	Nil

## Purpose of the position

The Communications and Digital Marketing Specialist is responsible for:

- Development and implementation of a digital communications strategy that aligns with PWDA's vision, mission and values and supports PWDA in achieving its strategic and operational goals.
- Overseeing and managing all aspects of PWDA's digital channels and assets.
- Overseeing and managing all aspects of the delivery of PWDA's annual report.
- Driving PWDA's internal communications which includes leading in the development, delivery and coordination of internal communications across all channels with the goal of supporting PWDA workforce to engage with PWDA's vision and strategy, and which fosters a positive culture in the workplace.

## Responsibilities & Accountabilities

### Key Responsibility Area 1 – Digital and Non-Digital Communications

- Responsible for developing and implementing a digital communications strategy that aligns with PWDA's vision, mission and values, ensuring the digital strategy aligns with PWDA's strategy, operational and other existing plans such as the those for member engagement.
- Oversee and manage all aspects of PWDA's digital channels and assets which includes overseeing and managing all aspects of the website.
- Take ownership of PWDA's email marketing and leading in the design and production of all PWDA digital communications content including website content, internal and external newsletters, videos, digital marketing content, digital campaigning content, digital publications that support PWDA programs, strategic projects, services, policy positions, activities and membership development messages.
- Responsible for developing communications plans for specific projects.

- Post content to PWDA owned social media that reflects the vision, mission and strategy of PWDA.
- Monitor and respond to activity across PWDA owned social media pages and groups.
- Monitor and evaluate success of social media campaigns and report on ROI and other metrics in line with PWDA reporting periods.
- Remain responsive to the needs of internal stakeholders and assist in the production, design and distribution of promotional collateral and merchandise (digital and non-digital) as well as the production and distribution of PWDA publications including, newsletters, policy guides, recruitment and employee literature, presentations and booklets as required.
- Ensure the currency of PWDA information maintained across external non-PWDA digital channels, such as regularly updating the Wikipedia page. Regularly review all external facing PWDA publications and ensure they remain current.
- Responsible for maintaining strong working relationships with external stakeholders while ensuring effective management.
- Working closely with internal stakeholders including senior managers and project leads be responsible to identify opportunities to communicate news externally.
- Remain current with new technologies in order to make recommendations on technology enhancements, as appropriate, to ensure PWDA's digital experience remains contemporary and accessible.
- Provide regular reporting of detailed analytics in relation to digital channels, marketing strategies and campaigns across digital platforms.
- Lead in the delivery of paid search and social campaigns, monitoring and reporting on campaign success.
- Support the activities of the wider Communications Team as required including media releases, managing and maintaining PWDA's CRM, supporting with administrative and/or technical, delivery of internal and external engagement activities and the development and production of member communications.
- Support the Senior Manager Media and Communications with the development of budget, advising on budgets in relation to digital media spend.

### Key Responsibility Area 2 – PWDA Website

Be responsible for all aspects of PWDA's website which includes:

- Managing the maintenance of the PWDA website and liaising with relevant PWDA suppliers including our web developer.
- Create and publish new content to the PWDA website in line with accessibility standards WCAG 2.1 Level AA incorporating SEO best practices and guidelines.
- Update content, publish and upload new content as required, including creating forms, sign-ups and other interactive elements, which improve and maintain functionality to PWDA website.
- Provide monthly website analytics reports.
- Monitor and report on the search engine optimisation of the PWDA and other PWDA owned sites.

### Key Responsibility Area 3 – Internal Communications

- Develop and lead in the delivery of PWDA's internal communications strategy, with the goal of supporting PWDA workforce to engage with PWDA's vision and strategy, and which fosters a positive culture in the workplace.
- Be responsible for managing internal communications across all channels and lead the production of the internal newsletter.
- Work closely with internal stakeholders including senior managers and project leads to identify opportunities to communicate news internally.
- Work closely with the Marketing and Engagement Specialist to support in the delivery internal events in line with PWDA's internal communications strategy.
- Be responsible for the production and distribution of PWDA's annual report.
- Support in the roll out of internal communications systems to ensure they are adopted and embedded across the organisation.
- Assist as requested with grant applications, submissions and acquittals of selected grants in partnership with relevant internal stakeholders, as part of the communications team.

### Key Responsibility Area 4 – Teamwork and Organisational Participation

- Take action and actively promote the Vision and Principles of PWDA to staff and external stakeholders at all times.
- Play a role in showcasing skills, expertise, knowledge, and capacity of people with disability and our representative organisations.
- Act with integrity and role model key organisational values and behaviours.
- Understand WH&S obligations and contribute to workplace health and safety.
- Remain current with, and adhere to, all relevant PWDA policies and procedures.
- Work collaboratively within and across teams, working as one in the pursuit of organisational goals.
- Look for opportunities to help and support others. Proactively share knowledge and ideas within teams and across the organisation.
- Interact with others in a sensitive, respectful, and effective way.
- Contribute to culture of continuous quality improvement and its integration within organisational processes.
- Contribute to a culture of proactive positive feedback across the organisation.
- Participate in organisational activities such as staff meetings, team meetings, planning meetings and organisational development activities such as strategic planning and policy development.
- Participate in relevant professional development activities including training.
- Represent the organisation at sector meetings as required, at appropriate functions and events, and act as a membership ambassador.
- Undertake other duties as directed and required by the organisation within the scope of this role.

## Academic qualifications

Essential	Desirable
Qualifications in digital marketing/communications or related discipline.	

## Key Selection Criteria

Essential	Desirable
Minimum 5 years experience in a similar role, preferably in a disability or not-for-profit organisation.	Direct, lived, or family experience with disability.
Demonstrated experience developing and implementing digital marketing strategies, including social media advertising, email marketing, display ads, Search Engine Optimization (SEO) and Search Engine Marketing (SEM).	Understanding and commitment to the rights and interests of people with disability within a social model of disability.
Experience building and maintaining an organisation's presence across multiple social media channels.	Understanding of how to produce accessible digital content (or proven capacity to learn quickly).
Experience developing internal communications to support cultural and organisational objectives.	Demonstrated experience using automated marketing platforms, e.g., HubSpot, Click Dimensions.
High attention to detail with a demonstrated experience and skill in copywriting for websites, newsletters, and digital advertising campaigns, editing and proofreading documents, publications and communications (online and print) to a high-quality standard.	
Excellent organisation and time management skills with demonstrated capacity to set and achieve priorities and monitor workflow to meet objectives, manage timeframes, deadlines and competing priorities.	
Demonstrated experience in managing websites using CMS systems (preferably Wordpress) in keeping with accessibility standards WCAG 2.1 Level AA and experienced with Google analytics.	
Experience with a range of multimedia design and video editing software packages, strong creative skills to create graphic and video content (preferably using systems such as Adobe Creative Suite), and capacity to learn new software and systems as needed.	
Demonstrated understanding of development and implementation of digital communication plans and strategy.	
Strong ethos of continuous improvement, a proven capacity to work from an enthusiastic and positive solutions-based perspective, with	

passion and determination to play a key role in delivering the mission and vision of the organisation.

## Competencies

### Building Trust

Interacting with others in a way that gives them confidence in one's intentions and those of the organisation.

Key behaviours and actions to look for:

- *Operates with integrity.*
- *Discloses own positions.*
- *Remains open to ideas.*
- *Supports others.*

### Persuasiveness

Uses appropriate interpersonal styles and communication methods to gain acceptance of a particular view or idea from a range of audiences.

Key behaviours and actions to look for:

- *Questions and probes.*
- *Establishes strategy.*
- *Builds rapport.*
- *Demonstrates capability.*
- *Gains commitment.*

### Initiating Action

Taking prompt action to accomplish objectives; taking action to achieve goals beyond what is required; being proactive.

Key behaviours and actions to look for:

- *Responds quickly.*
- *Takes independent action.*
- *Goes above and beyond.*

### Gaining Commitment

Using appropriate interpersonal styles and techniques to gain acceptance of ideas or plans; modifying one's own behaviour to accommodate tasks, situations, and individuals involved.

Key behaviours and actions to look for:

- *Opens discussions effectively.*
- *Clarifies the current situation.*
- *Develops others' and own ideas.*
- *Facilitates agreement.*
- *Closes discussions with clear summaries.*

### Communication

Clearly conveying information and ideas through a variety of media to individuals or groups in a manner that engages the audience and helps them understand and retain the message.

Key behaviours and actions to look for:

- *Organises the communication.*
- *Maintains audience attention.*
- *Adjust to the audience.*
- *Ensures understanding.*
- *Uses volume and pace appropriate to the media being used.*
- *Comprehends communication from others.*

## Decision Making

Identifying and understanding issues, problems, and opportunities; using effective approaches for choosing a course of action or developing appropriate solutions; taking action that is consistent with available facts, constraints, and probable consequences.

Key behaviours and actions to look for:

- *Identifies issues problems and opportunities.*
- *Gathers and interprets information.*
- *Generates alternatives.*
- *Chooses appropriate action.*
- *Commits to action.*
- *Involves others.*

## Other Job Requirements

**Note: the following checks are mandatory and must be provided by the successful candidate before employment can be confirmed.**

- *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.

- *National Police Record*

PWDA receives funding from multiple Government Agencies who require staff to be checked. The successful applicant must satisfy these requirements prior to taking up appointment.

- Australian Government Covid 19 Vaccination Certificate and adherence to the PWDA Covid Vaccination Policy.
- Six-month probationary period.

*PWDA is a proud employer of people with disability, and people with disability are strongly encouraged to apply for this position. We are an EEO employer, and we embrace the diversity of our people, such as diversity in disability, race, cultural background, ethnicity, age, gender identity, sexual orientation, or intersex status.*