

Digital Marketing Specialist

Group	Marketing and Communications
Unit	Marketing and Communications
Reports to	Head of Marketing and Communications
Direct reports	Nil
Work location	HMRI Building, 1 Kookaburra Drive, New Lambton Heights
Employment status/type	Full-time (1.0 FTE)
Date (created or reviewed)	April 2022

Position purpose

Reporting to the Head of Marketing and Communications, The Digital Marketing Specialist is responsible for developing and implementing strategic marketing initiatives across all HMRI digital channels.

The Digital Marketing Specialist is responsible for coordinating, executing, tracking and optimising digital marketing content and campaigns.

Key Responsibilities

The key responsibilities of the role include:

- Assess and review marketing activity, and develop digital marketing strategies to engage, inform and motivate audiences.
- Digital content management, reviewing and optimising on-page content for organic search, conversion and user experience.
- Develop, manage and optimise SEM and SEO campaigns, in collaboration with wider marketing team.
- Developing and maintaining excellent user experience on all digital channels including the website and social media.
- Develop and implement processes and systems for planning, management, dissemination and reporting of all marketing activity.
- Work with the Marketing and Communications team to prepare editorial calendars and manage content for social media platforms, along with planning and executing digital initiatives to improve social media presence and engagement.

- Utilise digital analytics tools (e.g. Google Analytics), optimisation techniques, traffic acquisition tactics, and social media marketing/monitoring tools to identify trends, evaluate audience experience, improve content creation, fundraising results and better serve online supporters.
- Develop digital marketing and measurement standards based on best practices and data driven recommendations.
- Maintain up-to-date knowledge of latest developments and emerging trends in social and digital marketing and implement marketing activities to leverage changes where appropriate.
- Initiate new digital and creative content, re-purpose existing marketing content, and evaluate emerging technologies to develop digital capabilities.
- Provide support and advice to affiliate researchers for research communication purposes including study recruitment and promotion of research projects and outcomes.

HMRI expectations & legal compliance

- HMRI expects its people to contribute to the efficient and effective functioning of the organisation to meet HMRI and team strategic and operational objectives. This includes actively participating in the Individual Performance Plan and Review process, demonstrating appropriate and professional behaviour in accordance with HMRI's values and Code of Conduct, providing assistance to team members if required and undertaking other key responsibilities or activities as directed.
- All HMRI employees are expected to:
 - Make sound time management judgement in relation to prioritising work and meeting deadlines.
 - Perform their responsibilities in a manner which reflects and responds to continuous improvement.
 - Contribute to the effectiveness of the team.
 - Take responsibility for personal career development and training.
 - Read, understand and comply with all HMRI policies, procedures, and reasonable direction, as amended from time to time.
 - Ensure the reputation and integrity of HMRI is maintained at all times.
 - Maintain confidentiality at all times.
 - Attend HMRI-related functions, meetings, seminars, and/or training courses as directed, from time to time, by your supervisor.

- Undertake risk management in accordance with HMRI's Risk Management Framework and actively support and participate in the risk management processes adopted by HMRI which include identifying, analysing and evaluating risk that may impact on HMRI.
- Demonstrate understanding of the principles of anti-discrimination, equity, work health and safety and other relevant legislation, and show the willingness and capacity to implement equal employment opportunity and work health and safety plans, policies and programs.

Other job-related information

Identification check

- The person appointed to this position will be required to complete a 100-point identification check and employment is subject to proof of the right to work in Australia.

Pre-existing injury

- The person appointed to this position will be required to disclose any pre-existing physical and/ or psychological injuries or disease that might be affected by employment in this position. This will assist HMRI in providing a safe work environment.

Additional hours

- The person appointed to this position may be required to undertake occasional work out of ordinary hours from time to time as may be required during the course of employment.

Essential position requirements

- Tertiary qualifications or demonstrated equivalent experience in Marketing, Digital Marketing or related discipline.
- Proven experience within a digital marketing role with demonstrable successful campaign delivery
- Demonstrated ability to work with and have a great understanding of a range of social media platforms, SEO, SEM and content marketing in order to contribute to delivering strategic initiatives and campaigns.
- Demonstrated experience in website content management including with industry standard CMS's (Drupal, WordPress)
- Creative flair for creating digital content
- Excellent written and verbal communication, with the ability to confidently engage with internal and external audiences.
- Efficient, effective and exceptional time-management and prioritisation skills
- Positive, energetic and team-oriented with an underlying passion for success

Desirable position requirements

- Experience with sales, fundraising, not-for-profit or charity marketing is highly desirable.

I confirm that I have read this Position Description, understand its content and agree to work in accordance with the requirements of the position. I also understand that this document is intended to provide an outline of the key responsibilities of the position and that aspects of the document may change over time.

_____/_____/_____
Employee Name Employee Signature Date

Note: A copy of this signed acceptance is to be placed on employee's personnel record and a copy provided to the employee.