

AVI Position Description – Digital Communications Specialist, Australian Volunteers Program

POSITION TITLE: Digital Communications Specialist	CLASSIFICATION: AVI Band 3 TRP \$73K – \$90K AUD	PROGRAM: Australian Volunteers Program	DATE: April 2021
LOCATION: Melbourne	REPORTS TO: Communications Manager	POSITIONS REPORTING TO THIS ONE: None	
ORGANISATION AVI is an Australian not-for-profit organisation committed to achieving economic and social development outcomes across Asia, the Pacific and the world. AVI believes in self-determination with locally owned and led change. We work for a peaceful, sustainable and just world by partnering with people and organisations to share skills, knowledge and experience to achieve the positive change and development goals they seek.			
KEY OBJECTIVE: The Digital Communications Specialist will play an integral role in supporting the delivery of the Australian Volunteers Program communications and recruitment marketing activities. The role will coordinate the program’s digital communications tools, including web, email marketing platform and SEM tools.			
RELATIONSHIPS AND INTERACTIONS: Internal <ul style="list-style-type: none"> • Australian Volunteers Program staff in Melbourne and overseas • IT External <ul style="list-style-type: none"> • Digital agencies and consultants 		PHYSICAL DIMENSIONS: This role requires the ability to: <ul style="list-style-type: none"> • Sit or stand for long periods, as well as regular bending, crouching and reaching. • Use an appropriate lifting technique to manually handle office files and items. • Operate a computer accommodating reasonable adjustments. • React to a display (computer screen) throughout the workday. • Use a telephone within reasonable adjustments (including use of headset). 	
DECISION MAKING: This role works under the direction of the Communications Manager, and will undertake a range of tasks and activities requiring the use of acquired skills and knowledge in a specialised field. This role will perform tasks consistent with the expectations set by AVI and the Australian Volunteers Program, with limited scope to make some decisions without consultation with the direct manager.		POSITION DIMENSIONS: N/A	
VALUES: We expect all our employees demonstrate the ability to uphold AVI values through behaviour, leadership, and projects. Our values are: Equity and Social Justice, Diversity and Inclusion, Integrity, Partnership, Solidarity and Respect.			

KEY CHALLENGES

- Delivering an effective and integrated digital system to support the Australian Volunteers Program’s recruitment marketing and communications objectives.
- Effective management of multiple concurrent projects and competing priorities.

KNOWLEDGE AND EXPERIENCE REQUIREMENTS

Experience, Skills & Attributes

- Strong technical abilities across a range of digital communication and marketing platforms, and proven ability to adapt quickly to new environments.
- Strong interpersonal skills, and ability to develop and manage key internal and external stakeholder relationships.
- Self-motivated and resourceful, with the proven ability to multi-task, work autonomously and operate successfully in a fast-paced, high volume environment.
- Ability to assess and analyse complex information from a variety of sources, with exceptional attention to detail.
- Highly developed analysis and reporting skills, including the ability to analyse performance metrics and provide recommendations for system optimisation.
- Excellent organisational, time management skills and a keen eye for detail.

Knowledge and demonstrated experience in:

- Understanding of digital and social trends and factors which may impact digital communication and marketing activities.
- Ability to design and implement work plans.
Demonstrated experience in website management, including product development, liaison with developers and proficient use of a CMS, preferably Silverstripe.
- Demonstrated experience in email marketing, including the proficient use of email systems such as Mailchimp or Pardot.
- Demonstrated experience delivering SEM campaigns, including planning, delivery and reporting on Google Ads advertising.
- Demonstrated experience liaising with suppliers to quickly and efficiently resolve issues and identify and implement strategies for improving performance of digital platforms.
- Knowledge of the following software is preferred but not essential: Silverstripe, Jira, Mailchimp, Salesforce, Pardot, Google Ads, Google Analytics, Google Data Studio, and a working understand of HTML.

Qualifications

- Tertiary qualifications in a relevant discipline such as Communications, IT, Marketing, or equivalent experience

ACCOUNTABILITIES

KEY RESULT AREA	KEY ACTIVITIES	PERFORMANCE MEASURES
Planning	<ul style="list-style-type: none"> • Work with the Communications Manager to develop work plans to coordinate the program’s digital environments, including the program’s website, Google Ads account, email marketing platform, and other digital communication tools as required. • Collaborate with the broader Public Diplomacy team to ensure digital tools 	<ul style="list-style-type: none"> • Timely implementation of plans and activities. • Digital tools are fit for purpose and support the program’s objectives.

	<p>are fit for purpose and applied consistently across the team.</p> <ul style="list-style-type: none"> Identify digital trends and factors that can be utilised to improve the performance of the program's digital communications and marketing platforms. 	
Website	<ul style="list-style-type: none"> Administer the Australian Volunteers Program's website, ensuring the platform is fit for purpose, issues are resolved quickly and efficiently, and opportunities for continuous improvement are pursued in a cost-effective manner. Develop and maintain a productive working relationship with the web agency. Oversee the support and maintenance program. Oversee website development projects. Monitor and improve web accessibility. 	<ul style="list-style-type: none"> Website is maintained and updated regularly as required. Website development projects are implemented in a cost-effective and timely manner.
Search Engine Marketing (SEM)	<ul style="list-style-type: none"> Plan and coordinate the delivery of SEM campaigns, including Google Ads advertising. Ensure all SEM activities are carried out in accordance with the program's brand guidelines. Coordinate with external suppliers to develop a strong working relationship. 	<ul style="list-style-type: none"> SEM activities are monitored and adapted as required.
Analysis and reporting	<ul style="list-style-type: none"> Provide regular reporting and analysis of performance and audience engagement across relevant digital platforms. Prepare reports as requested, and provide input into the program's broader monitoring and evaluation framework, systems and processes. 	<ul style="list-style-type: none"> Reports are provided in a timely manner.
Teamwork	<ul style="list-style-type: none"> Develop and maintain proactive and productive working relationships with both internal and external stakeholders. Communicate information as appropriate with relevant team members. Participate in team activities and meetings demonstrating respect and consideration for individual experience and expertise. Engage in continuous learning and contribute positively to a collaborative and respectful working environment aligned with the culture and values of AVI. 	<ul style="list-style-type: none"> Mutually respectful and collaborative working relationships within and between teams.

ADDITIONAL REQUIRMENTS:

- In addition to the above, any and all other duties and responsibilities are to be performed as required and consistent with this role
- This role may require some work outside of regular hours
- Understanding of, and commitment to, EEO and privacy principles
- A Background and Security and commercial credit check will be performed as a requirement of this role
- An offer of employment to this role may be subject to a satisfactory criminal record check. This may include require appropriate international police clearances if you have lived in a country (or countries) outside of Australia for a period of more than 12 months in the last five (5) years
- Continued employment may be subject to additional security checks from time-to-time