

## POSITION DESCRIPTION DIGITAL SPECIALIST

### OVERVIEW

<b>Program:</b>	Communication and Advocacy
<b>Reports to:</b>	Communication and Advocacy Manager
<b>Supervise:</b>	Nil
<b>Date of Last Review:</b>	April 2018
<b>Classification:</b>	Social and Community Services Employee Level 4 Sacred Heart Mission Enterprise Agreement 2013 or subsequent Agreements

### ORGANISATION CONTEXT

Sacred Heart Mission (SHM) works with people whose capacity to participate fully in community life is affected by deep, persistent disadvantage and social exclusion. Since opening our doors in 1982, the Mission has been providing a range of innovative, relationship based service responses which enable people to overcome disadvantage and realise their full potential. As a trauma informed organisation, our shared recognition of the impact of trauma informs and guides all of our interactions with the people who access our services.

SHM is an Equal Opportunity Employer and an Environmental Sustainability driven organisation. We provide equal employment opportunities to all employees without regard to race, colour, religion, gender, national origin, age or disability. We ensure staff and volunteers operate from fit for purpose facilities that adopt green building design and practices.

SHM has a number of staff committees across the organisation committed to championing best practice in these areas. Our EEO groups lead by example to break down the barriers to inclusion and to foster a diverse workplace where people are free from discrimination and disadvantage and are treated with respect and dignity. Our Green team has set targets for developing SHM's environmental profile as a sustainable organisation and as a leader in the sector.

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## **VISION**

Our vision is of an inclusive, fair and compassionate community, which enables people to overcome disadvantage and realise their full potential.

## **MISSION**

Our mission is to build people's capacity to participate more fully in community life, by addressing the underlying causes of deep, persistent disadvantage and social exclusion.

### **We do this by:**

- Ensuring access to the necessities of food, clothing, housing, health care and specialised services.
- Listening, understanding and responding to people in a holistic, caring, and respectful way, so they can take control of their lives.
- Delivering accessible, responsive, evidence informed and innovative services.
- Welcoming people in the spirit of social justice, co-operation and partnership to create better communities.
- Engaging sector partners, researchers, philanthropy, business, government and the broader community, to contribute their time, expertise and resources.

## **PROGRAM INFORMATION**

The Communication and Advocacy team operates within the Business Development Division and is responsible for the development and delivery of the organisation's communication and brand strategy and plan, as developed through the 'Our Story' Strategy and our advocacy strategy. The Communication and Advocacy team manages all internal and external communications including: media, Mission's website, social media and all corporate publications such as the staff bulletin, newsletters, annual report and service delivery published collateral. The Communication and Advocacy team is responsible for maintaining the integrity of the Sacred Heart Mission's visual brand.

## **PURPOSE OF THE POSITION**

The Digital Specialist reports to the Communication and Advocacy Manager. The purpose of the position is to:

- Raise the organisation's profile in a way that leads to increased funds and in-kind support of the Mission.
- To manage, attract and engage with a strong network of supporters via online communications channels.

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- Contribute to the success of integrated marketing and/or communication campaigns, such as fundraising events and advocacy, using online communication channels.
- Ensure the Mission's image and identity is communicated consistently and positively in digital communications with external stakeholders.

## KEY RESPONSIBILITIES

Accountability	Major Activities
<b>Website, SEO and SEM management</b>	<ul style="list-style-type: none"> <li>▪ Ensure website content is up-to-date, and easily accessible for interested stakeholders.</li> <li>▪ Manage search engine optimisation, improving performance in core search terms.</li> <li>▪ Coordinate SHM's NFP Google AdWords grant; implementing, testing and optimising ad sets.</li> <li>▪ Develop and implement tailored and web marketing solutions and online advertising campaigns to support the Mission's events and activities.</li> <li>▪ Review when necessary and manage website strategy so that it is current and reflects best industry standards.</li> <li>▪ Proactively manage the design of the website in consultation with external provider.</li> <li>▪ Ensure SHM's content is optimised for digital audiences and use (accessibility guidelines).</li> </ul>
<b>Social Media</b>	<ul style="list-style-type: none"> <li>▪ Proactively manage the content of the Mission's social media sites.</li> <li>▪ Review when necessary and manage the social media strategy.</li> <li>▪ Develop and implement tailored and social media advertising campaigns to support the Mission's events and activities.</li> </ul>
<b>Communication</b>	<ul style="list-style-type: none"> <li>▪ In consultation with Communication Advocacy Manager, help frame the voice of the Mission on digital platforms including using 'Our Story' key messages.</li> <li>▪ Manage the blog roster, with topics guided by keywords and advocacy strategy.</li> <li>▪ Ensure the integrity of the Mission's brand is retained throughout online communications channels.</li> </ul>

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	<ul style="list-style-type: none"> <li>▪ Coordinate the social media activity calendar.</li> <li>▪ Develop strategies to engage with and grow the Mission's online supporter base.</li> <li>▪ Design and coordinate online communications, infographics, and creative concepts in support of the Mission's work.</li> <li>▪ Ensure proactive and timely responses are provided to stakeholders' online comments and questions.</li> <li>▪ Undertake other communication tasks as assigned by the Communication and Advocacy Manager, including actively engaging with industry, business and the community campaigns, special events, other promotional tools.</li> </ul>
<b>EDMS, Automation</b>	<ul style="list-style-type: none"> <li>▪ Oversee the design and set up of bulk email campaigns – including appeals, events, e-newsletters and other supporter communications.</li> <li>▪ Contribute to the development and implementation of web-based donor management and acquisition programs.</li> <li>▪ Contribute to the implementation of segmented and responsive user journeys through Sacred Heart Mission's digital channels (social media, website, eDM).</li> <li>▪ Ensure SHM's content is optimised for digital audiences and use (accessibility guidelines).</li> </ul>
<b>Media</b>	<ul style="list-style-type: none"> <li>▪ Under the guidance of the Communication and Advocacy Manager, manage responses to social media posts/ enquiries.</li> <li>▪ Monitor online media for issues of importance to the Mission.</li> <li>▪ Be proactive and innovative in creating online content about the Mission.</li> </ul>
<b>Brand Management</b>	<ul style="list-style-type: none"> <li>▪ Ensure that the Mission brand and name is used in a positive manner in all promotion and publications conducted or produced by the Mission.</li> <li>▪ Be innovative in growing, building, developing and creating opportunities to promote the Mission's brand online.</li> <li>▪ Monitor and manage (where possible) other's use of the Mission's brand.</li> </ul>
<b>Advocacy</b>	<ul style="list-style-type: none"> <li>▪ Advocate on behalf of the homeless sector, and clients as required by identifying online opportunities.</li> </ul>

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<b>Relationship Management</b>	<ul style="list-style-type: none"> <li>▪ Liaise with the Mission’s creative agencies to oversee the development of appropriate materials for online use.</li> <li>▪ Liaise with external photographers/videographers to organise photo/ video shoots for online content.</li> <li>▪ Ensure positive relationships are maintained with internal stakeholders.</li> <li>▪ As a team player, contribute to fundraising team efforts as required.</li> </ul>
<b>Reporting</b>	<ul style="list-style-type: none"> <li>▪ Prepare internal reports against KPI delivery as required.</li> <li>▪ Measure, analyse and report on digital performance trends.</li> <li>▪ Collect and analyse data from SHM’s digital and social media channels.</li> <li>▪ Use data to inform and refine SHM’s digital communications and identify areas for improvement and growth.</li> </ul>
<b>Health &amp; Safety</b>	<p>Exercise a duty of care to work safely, taking reasonable care to protect your own health and safety and that of your fellow workers, volunteers and clients including following safe working procedures and instructions.</p>
<b>RISK</b>	<p>All SHM staff are responsible for considering, identifying and addressing risk (the effect of uncertainty on objectives) whether positive (opportunities) and/or negative (threats).</p>
<b>CQI (Continuous Quality Improvement)</b>	<p>All SHM staff are responsible for identifying areas of the strategic plan that ‘add value’, and for implementing and monitoring CQI initiatives. Staff are open to new ways of doing things, respond to challenges with innovative ideas and solutions and promote a continuous quality improvement culture.</p>
<b>TIC (Trauma Informed Care)</b>	<p>All SHM staff are responsible for engaging in learning and development to integrate their understanding of and responsiveness to the impact of trauma within their work including active participation in the supervision and performance development process.</p>

## MANDATORY REQUIREMENTS

- A current Criminal Records Check

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- A current Victorian Working with Children Assessment Notice
- Valid driver's license to drive in Australia

**QUALIFICATIONS**

- Tertiary qualifications in digital market, communications, public relations or similar field.

**KEY SELECTION CRITERIA**

- Highly competent computer skills
- Proven experience in digital marketing, social media, public relations and fundraising
- Excellent interpersonal, verbal and written communication skills including negotiation and relationship development skills
- Demonstrated experience in developing stakeholder networks via online forums and social media
- Proven experience in managing, populating and continuously improving websites
- Evidence of successful search engine optimisation
- The ability to prepare high quality information for a range of audiences using a range of online channels
- Demonstrated ability to adopt new digital tools for effective communication with stakeholders
- Excellent organisational and project management skills
- Excellent attention to detail
- Ability to meet operational targets
- Knowledge and interest in the not-for-profit sector, while not essential, will be highly regarded
- Proven experience in Google Adwords
- Ability to work cohesively as part of a team
- Strong alignment with the values of Sacred Heart Mission

**APPROVED BY MANAGER** .....

**ACCEPTED BY STAFF MEMBER** .....

**DATE** .....

***POSITION DESCRIPTION SHOULD BE REVIEWED ANNUALLY OR WHEN POSITION CHANGES***

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