

POSITION DESCRIPTION

Digital Marketing Coordinator



Position Title	Digital Marketing Coordinator
Group	YMCA Head Office
Modern Award / Agreement	Professional Employees Award 2010
Classification Level	Level 2 – Level 3 dep. on exp. and qualifications
Position Status	Permanent, full-time
Reports to	Marketing and Fundraising Manager or other person who may, from time to time, be nominated
Supervises	N/A

About the YMCA of Brisbane

Formed in 1864, the YMCA of Brisbane services over 10,000 members of the community every week and operates programs from over sixty-five sites in South East Queensland. The YMCA works from a base of Christian values to provide opportunities for all people to grow in body, mind and spirit. The services we provide at the YMCA help fund the benevolent arm of the organisation, Y-Care (South East Queensland) Inc. We are guided to achieve our mission by four key values: honesty, respect, caring and responsibility.

Industry Sector

The YMCA Administration Office provides shared services and support including marketing, human resources, finance and accounting, IT and general administration to the various services and Centres of the YMCA of Brisbane and Y-Care (YMCA Social Impact).

Position Summary

This role will effectively contribute towards the achievement of the organisation's vision and purpose. This will be achieved by building the organisation's brand visibility through high quality digital marketing strategies across the organisation's different business units.

Duties and Responsibilities

1. YMCA Branding and Positioning

- 1.1 In collaboration with the Marketing team create and rollout content across multiple social media sites, web, video and traditional PR channels;
- 1.2 Develop and apply strategies to ensure YMCA programs and services are marketed as 'uniquely YMCA' in both delivery and outcomes that builds YMCA brand awareness;
- 1.3 Plan, develop and deliver digital strategies including blogs, remarketing, adwords, website content, landing pages etc.

2. Digital Marketing and Communication Strategy

- 2.1 Ensure effective digital communications to a diverse audience including members, staff, volunteers, partners, government, general public, industry bodies and suppliers;
- 2.2 Contribute to the development and telling of a collection of 'YMCA stories' to build the YMCA brand and create awareness;

- 1.1 Create stronger connections between YMCA members and the association via an effective digital strategy;
- 1.2 Provide direction and innovation in YMCA digital marketing and advertising strategy;
- 1.3 Work cooperatively with the website administrator in ensuring all YMCA websites and digital media is accurate, current and search engine optimized;
- 1.4 Develop and manage lead generation content.

3. Support Local Area Marketing and Build Local Capacity

- 3.1 Provide liaison, consultation and support to managers on digital marketing needs;
- 3.2 Develop high quality digital resources to support the marketing of facilities, programs and services at the local level;
- 3.3 Where available, source and organise resources from other YMCAs to assist in local campaigns;
- 3.4 Develop and deliver digital marketing training programs to YMCA personnel.

4. Metrics and Measures

- 4.1 Guide the identification and production of appropriate reports and metrics to analyse digital marketing effectiveness;
- 4.2 Monitor, review and report on marketing activity and results.

Health, Safety and Environment

1. Support the management of a workplace that supports diversity including gender, cultural and generational diversity; provide equal employment opportunity and foster a respectful, inclusive workplace;
2. Take reasonable care to ensure their own safety and health and that of others, and to abide by their duty of care provided for in the legislation;
3. Maintain the work environment so as to minimise risk to both customers and staff and report identifiable risk so that immediate action can be taken;
4. Comply with the YMCA's Work Health and Safety Policies and Procedures, including those relating to your specific role as found in the OHS Management: Roles and Responsibilities document;
5. Comply with the YMCA's ICT Policies and procedures, the Privacy Act and maintain confidentiality of all YMCA information, records and files;
6. Uphold and promote the policies and mission of the YMCA of Brisbane including compliance with all practices in the "YMCA Quality Manual";
7. Must be aware of and implement the YMCA's Safeguarding Children and Young People Policy;
8. Any other duties as determined by the Chief Executive Officer as required.

Key Physical Requirements

1. Walking / standing – Occasional
2. Sitting – Constant
3. Squatting/ bending/kneeling – Occasional
4. Working outdoors – Occasional
5. Fine motor skills (keying, typing) – Constant
6. Gross motor skills (setting up, packing up) – Occasional
7. Lifting/carrying up to 10kg – Occasional

(Key = Occasional 1-33%, Frequent 34-66%, Constant 67-100%)

Position Requirements / Selection Criteria

Essential:

1. Tertiary qualification in marketing and/or digital marketing;
2. A minimum of 3 years' experience in developing and implementing successful digital marketing campaigns;

3. Advanced IT skills including graphic design concepts;
4. Proficient in Google Analytics and experienced in SEO;
5. Excellent written and verbal communication skills;
6. A proven ability to problem solve and research best solution/options;
7. Demonstrated experience in identifying target audiences and devising digital campaigns that engage, inform and motivate;
8. Up-to-date with the latest trends and best practices in online marketing and measurement;
9. Currently possess, or be willing to obtain, a positive notice Blue Card in accordance with the Working with Children (Risk Management and Screening) Act 2000;
10. Achievement of YMCA's Safeguarding Children Training Certificate and complete annual refresher training.

Desirable:

1. Previous experience in a not-for-profit environment

Approval

Date Position Description Created / Revised:	
Position Description approved by:	Chief Executive Officer
Signed:	
Date of Approval:	

Acknowledgement and Acceptance of Position Incumbent

I acknowledge that I have received and reviewed a copy of the position description for the role of Digital Marketing Coordinator.

I confirm that I fully understand all my job duties and responsibilities and that I am able to perform the essential functions as outlined. I understand that my job may change on a temporary or regular basis according to the needs of my service without it being specifically included in the position description.

I have discussed any questions about this job description with my immediate supervisor prior to signing.

Employee Name: _____

Date: _____

Employee Signature: _____

RETURN TO HR

