



Digital Marketing Coordinator

Position Description

About the role

The Digital Marketing Coordinator reports to the Marketing Communications Lead and is a key member of the Housing Hub Engagement Team. The Digital Marketing Coordinator is responsible for developing the designs for Housing Hub collateral, website and templates, as well as managing the key communication channel of eDMs and social media content creation.

About Summer Foundation

Established in 2006, the key aim of the Summer Foundation is to change human service policy and practice related to young people in nursing homes.

The Summer Foundation utilises a range of strategies to influence health, housing, aged care and disability service policy and practice related to this target group.

If you are looking for a career where you can make a difference, work collaboratively with committed and passionate people and have real opportunities for professional development, we encourage you to join our team.

Why we exist

The Summer Foundation exists to permanently stop young people with disability from being forced into residential aged care, ensuring people with disability have access to the support required to be in control of where, how and with whom they live.

How will we know we've succeeded

This problem can be solved, we are doing legacy work, and we are well on track to achieving what we set out to do. In 5 years we expect the Summer Foundation will have achieved its purpose. We will regard this as '*job done*' when the systems, policy settings and markets consistently enable people with disability to live where, how and with whom they choose; experiencing choice and control equal to people without disability.

Our workplace

We have staff working all across Australia, however our head office is located in Box Hill, Victoria. To meet some of our staff and watch a short clip about our organisation, please go to:

www.summerfoundation.org.au/staff

The Summer Foundation has flexible and supportive work practices. We encourage and welcome people with lived experience of disability to apply.

Role details

Position	Digital Marketing Coordinator
Team	Housing Hub
Direct reports	None
Reports to	MarComms Team Lead
Status	Full Time
Award Classification	SCHADS Level 3 \$65,000 - \$75,000 + super
Location	Melbourne, Sydney or Brisbane
Last updated	27 November 2021

About the team

The Housing Hub Social Enterprise has been established by Summer Foundation to create initiatives to develop the SDA housing market across Australia. We work with Housing Seekers and Housing Providers so that people with disability can find the home that is just right.

We have developed a Housing Hub website to connect people looking for housing with accessible housing options, a Housing Options Team to provide information, resources and capacity building to people with disability on housing options and a Tenancy Matching Service to identify SDA eligible tenants for new SDA properties.

Key responsibilities

Brand and Collateral

- manage the Housing Hub brand assets
- manage the Housing Hub template library
- develop branded documents as required for reports or events
- develop content for social media and the website as required
- post content to the website
- develop a plan for the collateral required across the Housing Hub team
- develop collateral, review and keep up to date
- provide information to the team on our brand and use of collateral
- manage budgets for collateral
- organise the development of merchandise used for promoting our products
- publish content in a range of formats via the website CMS
- ensure that the website reflects Housing Hub brand values

EDM Management

- lead and optimize the process for management of all Housing Hub eDMs across all audiences and teams

- Create a national calendar of all eDMs with publish dates and due dates for content and responsibility for content development assigned
- Ensure that all eDMs are high quality and go out on time
- Development of content for eDMs such as images, infographics and articles
- produce monthly statistics on eDM performance and act to improve performance where required

Social Media

- Work alongside the Digital Marketing agency and Communications lead to create social media content where required.

General

- Other duties as requested by your Manager
- Remain flexible to role changes according to relevant skills and experience, changing work environments, work priorities and organisational needs

Qualifications, skills & experience

Skills & experience

- Advanced knowledge of Adobe Creative Suite
- Advanced knowledge of Microsoft Office Suite and Google Apps for Business
- Experience in using content management systems and digital marketing platforms
- Experience creating written and visual content for Social Media
- Excellent verbal, written and presentation skills
- Organised and able to meet deadlines
- Adaptable to changing environments

Core capabilities

Teamwork

- Interacts with people effectively and is able and willing to share and receive information
- Co-operates within the team and across teams
- Supports team decisions and puts team goals ahead of personal goals

Motivation

- Displays energy and enthusiasm in approaching the job
- Commits to putting in additional effort
- Maintains high level of productivity and self-direction

Reliability

- Takes personal responsibility for job performance
- Completes work in a timely and consistent manner
- Follows through on commitments

Planning and Organizing

- Plans and organises tasks and work responsibilities to achieve objectives
- Sets priorities
- Schedules activities
- Allocates and uses resources properly

Communication

- Expresses ideas effectively
- Organises and delivers information appropriately
- Listens actively

Summer Foundation Principles

The Summer Foundation's principles include:

working as a team | we understand, respect and support the contributions and experience of our colleagues. We understand how our individual contribution fits, and we feel confident and empowered to make our best contribution. We embrace and value diversity in our workplace.

a healthy approach to communication | We come to discussions prepared and ready to contribute. The how, why and by who of decision making is known and understood. The right people are in the right conversations. Our conversations are healthy, respectful, robust at times and safe.

shared clarity and commitment to purpose | We all have a strong, shared understanding of our 'why'. Our 'Why' is central to our strategy, decision making and actions.

working authentically | People with lived experience are central to our work and we purposefully and professionally incorporate this experience and expertise in our work. We focus closely on the impact of our work, and we strive to always deliver work to the highest standard.

a smart responsible and considered approach | We invest in efficient, continuously improving processes, and prioritise time for learning and reflection. We celebrate our successes and promote having fun at work. We work in a way that respects our environment.

Safety

All employees must comply with the Summer Foundation Occupational Health & Safety policy. Employees are also encouraged to attend environmental training, and raise any local issues, environmental incidents, ideas and improvements to their manager.

Agreement and acceptance

Signed:

Dated

Employee

Signed:

Dated

Manager