



# Digital Marketing Coordinator

## Position Description

### About the role

The Digital Marketing Coordinator reports to the Engagement Team Lead and is a key member of the Housing Hub Engagement Team. The Digital Marketing Coordinator is responsible for implementing the Digital Marketing Strategy that will be developed with the Engagement Manager. The Digital Marketing Coordinator will ensure that the strategy is fully implemented and be responsible for executing SEO, PPC and social media tactics. Monitoring and reporting on performance will be a key part of this role to ensure we continually refine our activities to meet our goals.

### 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](http://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

<b>Position</b>	Digital Marketing Coordinator
<b>Team</b>	Housing Hub Social Enterprise
<b>Direct reports</b>	None
<b>Reports to</b>	MarComms Team Lead
<b>Status</b>	Full time or Part time 0.8FTE to 1.0FTE
<b>Award Classification</b>	SCHADS Level 3 1.0FTE salary range for position is \$65,000 - \$80,000 + super
<b>Location</b>	Australia wide
<b>Last updated</b>	May 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

### Social Media

- Develop and maintain the social media content calendar (Facebook, Instagram, LinkedIn)
- Maintain the YouTube channel ensuring all videos are published with appropriate end cards with CTAs
- Improve performance in key areas including reach, engagement, conversion and advocacy
- Drive participation from the community to increase awareness about the Housing Hub
- Work with the Communications Manager to develop a social media content plan
- Develop relevant and engaging content that can be used across platforms, with support from the Marketing Coordinator, Communications Manager and Lived Experience Team
- Work with the Marketing Coordinator to develop visual content required for posts
- Post content on platforms

## **Campaign Management**

- Develop and implement digital marketing campaigns to drive traffic to the Housing Hub website and generate Seeker Profiles
- Manage the AdWords accounts and campaigns
- Implement SEO strategies
- Implement paid social media campaigns
- Measure and report on the performance of all digital marketing campaigns
- Manage budgets allocated and used

## **Website content and engagement**

- Develop and manage content for the Housing Hub in collaboration with the Engagement Manager, Product Manager, Communications Manager and Marketing Coordinator
- Post content to the website ensuring SEO tags are in place, brand guidelines are met and accessibility guidelines are followed
- Make sure that content posted has been reviewed by the Communications Manager for a consistent voice, look and feel throughout the website
- Develop and implement strategies to increase site visits
- Implement strategies to improve SEO performance
- Manage Google Analytics reporting

## **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 understanding of marketing to digital audiences
- Advanced understand of managing and monitoring digital engagement pathways
- Advanced understanding of social media metrics
- Advanced knowledge of Facebook Ads Manager and Hootsuite (or another social media scheduling tool)
- Advanced knowledge of Microsoft Office Suite and Google Apps for Business
- Experience in using content management systems and digital marketing platforms
- 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