

HR	<b>Success Profile</b>	 <p><b>Guide Dogs</b> NSW/ACT <b>Sight lost, freedom found.</b></p>
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Role	Digital Marketing Producer
Reports to	Marketing Communications Manager
Department	Fundraising, Marketing & Communications
Manages / Supervises	Contract and temporary staff and digital agencies as required
Date revised	November 2018

### **PURPOSE OF THE JOB:**

To lead, develop and have implementation oversight of all digital media strategies to drive engagement with stakeholders and growth (i.e. fundraising revenue, clients and dog services) across all external digital and social media platforms. This role is also responsible for providing support as required for the redevelopment of the other digital platforms (e.g. SharePoint intranet).

### **KEY ACCOUNTABILITIES:**

Key Result Area	
<b>WEBSITE EFFECTIVENESS AND STRATEGY</b>	<b>JOB HOLDER IS SUCCESSFUL WHEN:</b>
Ensure website is always current and operational	<ul style="list-style-type: none"> <li>• Drive the effectiveness of our digital presence across the search and social marketing landscape through the use of:               <ul style="list-style-type: none"> <li>i. Performance Media (search, display &amp; social)                   <ul style="list-style-type: none"> <li>○ SEM (Search Engine Marketing)</li> <li>○ Display, retargeting and programmatic</li> <li>○ Paid Social</li> <li>○ Attribution models</li> </ul> </li> <li>ii. SEO (Search Engine Optimisation)                   <ul style="list-style-type: none"> <li>○ Technical SEO</li> <li>○ Content Marketing</li> <li>○ Backlink development</li> </ul> </li> </ul> </li> <li>• Maintain a current digital/social media content calendar and coordinate the production and editing of new content.</li> </ul>
Key Result Area	

<b>DIGITAL ANALYSIS &amp; REPORTING - WEBSITE</b>	<b>JOB HOLDER IS SUCCESSFUL WHEN:</b>
Deliver website strategy to support growth goals	<ul style="list-style-type: none"> <li>• Measure, analyse and report on all digital campaign strategies and outcomes for the Guide Dogs NSW/ACT website</li> <li>• Generate monthly analysis reports on website traffic and initiatives (including SEO and Google Analytics)</li> <li>• Provide strategic recommendations for continuous growth and improvement to support Guide Dogs' digital goals, using analytics</li> <li>• Improve digital journeys for clients, donors and volunteers to deliver a superior user experience</li> <li>• Collaborate with colleagues in development and implementation of marketing campaigns. Provide digital marketing advice to colleagues as required.</li> </ul>
<b>Key Result Area</b>	
<b>SOCIAL MEDIA GROWTH &amp; INVESTMENT</b>	<b>JOB HOLDER IS SUCCESSFUL WHEN:</b>
Implement social media strategy for growth & engagement	<ul style="list-style-type: none"> <li>• Develop strategic campaigns that deliver continuous engagement and growth around all social media assets (e.g. Facebook, Instagram, Twitter and LinkedIn)</li> <li>• Measure, analyse and generate reports on all online campaign outcomes with strategic recommendations that drive traffic to Guide Dogs NSW/ACT website</li> <li>• Use analytics to improve digital journey for clients, donors and volunteers and deliver a superior user experience</li> </ul>
<b>Key Result Area</b>	
<b>NEW WEBSITE DEVELOPMENT</b>	<b>JOB HOLDER IS SUCCESSFUL WHEN:</b>
Lead, scope & manage implementation of new website	<ul style="list-style-type: none"> <li>• Lead and manage end-to-end development and implementation of new website by mid-2019</li> <li>• Collaborate with stakeholders to scope, create and implement a new website that meets stakeholder needs and drives Guide Dogs growth and engagement goals</li> <li>• Using analytics, develop a new web presence that enhances user journeys, SEO and site navigation</li> <li>• Work with external developers and IT Team to develop new website / digital presence</li> </ul>
<b>Key Result Area</b>	
<b>OTHER DIGITAL PLATFORMS</b>	<b>JOB HOLDER IS SUCCESSFUL WHEN:</b>
Ensure effectiveness of all digital platforms	<ul style="list-style-type: none"> <li>• Provide strategic and implementation support as required for staff Intranet (SharePoint); Guide Dog Australia website and Puppy Central</li> </ul>

	<ul style="list-style-type: none"> <li>• Create, implement and manage Guide Dogs' online merchandise capacity with appropriate back-end functionality</li> <li>• Ensure timely implementation of all digital artwork / components for digital campaigns and other online design tasks (e.g. online banners, flyers, advertisements and EDMs)</li> <li>• Ensure all digital platforms comply with agreed Guide Dogs NSW/ACT brand guidelines, image and tone.</li> </ul>
<b>Key Result Area</b>	
<b>MANAGEMENT</b>	<b>JOB HOLDER IS SUCCESSFUL WHEN:</b>
Manage contract and temporary staff, volunteers and external agencies	<ul style="list-style-type: none"> <li>• Manage all internal and external resources that support Guide Dogs' digital marketing strategy including contract and temporary digital support staff and volunteers</li> <li>• Manage and maintain relationships with external digital marketing agencies, as required</li> <li>• Manage relationships with and all work assigned to external website development supplier to maintain and enhance website functionality, as required</li> <li>• Manage all relationships and stakeholders to monitor and maintain each platform's accessibility, functionality and standards.</li> </ul>

## KNOWLEDGE AND EXPERIENCE REQUIRED TO BE SUCCESSFUL IN THE ROLE:

<b>Essential</b>	<b>Desirable</b>
<ul style="list-style-type: none"> <li>• A tertiary degree in Marketing, Communications, Computer Science or similar;</li> <li>• A minimum of 4-5 years' experience in a similar role;</li> <li>• Experience managing websites and working with a CMS platform;</li> <li>• A sound knowledge of Google Analytics;</li> <li>• Good copywriting skills including experience in writing for the web;</li> <li>• Experience managing a social media community;</li> <li>• Intermediate Adobe suite skills;</li> <li>• Strong attention to detail;</li> <li>• An appreciation of the constraints/opportunities of website and intranet technologies;</li> <li>• Display a positive attitude and desire to exceed expectations;</li> <li>• Have the ability and confidence to communicate with all levels of management and those external to the organisation;</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to produce and edit video and audio content for digital platforms;</li> <li>• Experience with HTML;</li> <li>• Project management skills/experience;</li> <li>• Previous experience in the not-for-profit sector; and</li> <li>• Knowledge of accessible communications for people with sight loss or vision impairment.</li> </ul>

<ul style="list-style-type: none"><li>• Be adaptable, take ownership of tasks and work with minimal supervision while also being able to work within a team environment; and</li><li>• Ability to use own initiative.</li></ul>	
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