

# Position Description

## Coordinator, Digital Communications



Australian  
Rural Leadership  
Foundation

Position description: Coordinator, Digital Communications  
Full Time – 15-month contract  
Canberra, Brisbane and other locations considered

Approval date: 10 June 2021

### Context

The Australian Rural Leadership Foundation (ARLF) designs and delivers leadership programs and initiatives to support thriving regional, rural and remote communities. Established nearly 30 years ago, we are an independent, not-for-profit organisation with both a national and international footprint. We rely on the financial support of the community, business, philanthropic and government sectors.

We are looking for an innovative digital marketing professional who is ready to help us take our digital communications to the next level. You will have a passion for rural, regional, and remote Australia and an interest in community capacity building and leadership development.

### Position objective

As Coordinator, Digital Communications you will drive our digital marketing activities, overseeing our social media channels and campaigns, direct email marketing campaigns, our website, and other systems requiring digital marketing expertise as required.

### Duties and responsibilities

The duties and responsibilities of the Coordinator, Communications are but not limited to:

- Monitor, maintain, and grow our online presence across our social media channels and website.
- In collaboration with the communications team and external contractors, work on producing contemporary and engaging content for our social media channels, emails and website.
- Plan, develop, and execute targeted digital marketing campaigns as part of integrated marketing and communications plans, including targeted paid social media advertising.
- Analyse, report and improve across digital channels.
- Working with CRM system administrators to manage and segment email marketing lists.
- Support the communications team with other communications and marketing related tasks as required.
- Other projects as directed by the Manager, Communications

### Organisational Relationships

The occupant of this position:

- is managed by Manager, Communications
- is accountable to the Director: Partnerships
- is required to collaborate with teams from across the organisation and coordinate support staff

### Delegations and Authorities

The financial delegations and authorities associated with this position are outlined in the board endorsed Delegations Framework and include the authorisation of payments. The occupant of the position will develop and monitor budgets and provide reporting information for designated projects and programs.

## Conditions of Employment

Detailed conditions of employment are set out in the ARLF's Employee Manual. From time to time there may be an increase in weekly hours and the requirement to perform higher duties. The requirements listed below are representative of the knowledge, skills and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions required of the position.

## About You

You're an enthusiastic digital marketing professional abreast of all things digital and can inform strategy using digital data.

The successful applicant will need to possess the following:

- Tertiary qualification in marketing, communications or similar discipline along with 2-3 years previous experience in a similar role.
- Enthusiastic digital marketing professional with experience or an understanding of copywriting and SEO.
- Demonstrated experience in maintaining websites and a range of social and digital media platforms.
- Experience using contemporary email marketing, social media scheduling, content management systems and CRM and the ability to learn new systems quickly.
- Excellent written and verbal communication skills and exemplary attention to detail.
- Experience supporting internal and external stakeholders on digital marketing activities.
- Demonstrated organisational skills, including the ability to effectively manage competing priorities with minimal supervision and deliver high-quality work within agreed deadlines.

## Additional requirements

You will be required to undertake a police check and working with vulnerable people check.

The Australian Rural Leadership Foundation values diversity in our workplace and encourages people from all backgrounds, abilities and identities to apply. Please note that you must have the appropriate right to work in Australia to be eligible for this role.

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