



Digital Marketing and Communications Specialist

Putting health in mind



POSITION DESCRIPTION

<i>Digital Marketing and Communications Specialist</i>	
DEPARTMENT	Marketing and Communications
PORTFOLIO	Knowledge Translation
REPORTS TO	Digital Marketing and Communications Manager
DIRECT REPORTS	Nil
LOCATION	Randwick
AWARD	Health Professionals & Support Services Award 2010
AWARD CLASSIFICATION	Support Services Level 6
INSTITUTE JOB BAND	B2
POSITION STATUS/TENURE	Permanent Full Time
DATE PD APPROVED	September 2019

1. ABOUT THE BLACK DOG INSTITUTE

Founded in 2002, The Black Dog Institute is a not-for-profit Medical Research Institute and a global leader in translational mental health research. We harness the latest technology and other tools to quickly turn our world-class research findings into clinical services education and e-health products that improve the lives of people with mental illness and the wider community. Our areas of strength include suicide prevention, e-mental health, workplace mental health, novel treatments and prevention in young people.

Our mission is to enable mentally healthier lives through innovations in science, medicine, education, public policy and knowledge translation.

Our values are a key part of our integrated approach and are a critical component of our organisational culture as they guide our decisions and behaviours. Institute staff and management have created and adopted the values of:

Respect – Compassion – Excellence – Collaboration – Innovation

The Black Dog Institute is proud to offer a dynamic working environment for our staff. We are invested in maintaining a positive workplace culture which values people and their wellbeing. We offer a varied wellbeing program tailored to staff needs and provide opportunities to attend learning and development seminars, engage in health and fitness activities as well as social events. We also offer flexibility in working hours and promote a healthy work life balance.

2. JOB PURPOSE

Reporting to the Digital Marketing and Communications Manager, this role is responsible for helping us work towards our strategic goals - increasing reach and driving engagement with Black Dog Institute research, products, services and resources – with particular emphasis on attracting the 60% of people that don't seek for mental health.

The role is focused on using digital channels and marketing to engage a range of audiences including consumers, health professionals, workplaces and stakeholders. The digital team works across every digital channel, providing services predominantly to the research, fundraising and education teams.

3. DUTIES

3.1 Strategy

- Assist the Digital Marketing and Communications Manager in developing, executing and reviewing digital and social media strategies supporting the strategic goals and workplans
- Develop and oversee production of ad-hoc projects and ongoing integrated campaigns including concept development, content creation, implementation, monitoring and reporting
- Assist the Digital Marketing and Communications Manager with other strategic projects such as marketing automation, website redevelopment and digital and social strategy

3.2 Analytics and Monitoring

- Assist with Google Analytics tracking set ups and ongoing maintenance
- Provide analytics reports and resulting insights to the Digital Marketing and Communications Manager from key digital channels to inform strategy and decision making
- Provide data and insights for quarterly Board reports

3.3 Digital and Social Media Channels

- Support the development of new website and rollout of GEL framework
- Identify new social media channels and other areas of digital expansion

3.4 Key Projects

- Curation, creation and distribution of eDM/Newsletters
- Management of end-to-end campaigns
- Support for major Online programs, e.g. Online Clinic

3.5 Creative and Video Productions

- Develop and project manage videos that are being produced internally or by external production companies in line with the marketing and communications plan

- Develop graphics to engage relevant audiences in Black Dog Institute in line with the marketing and communications plan
- Facilitate creative support to the Chief Scientist and other executives from time-to-time for the layout of presentations

3.6 General

- Providing other digital communications assistance and support to Black Dog staff as necessary and reasonable
- Provision of ongoing informal education and advice to internal stakeholders
- Other reasonable tasks as expected when working within a rapidly growing and evolving organisation

3.7 Work, Health and Safety

- Ensure self and all staff comply with all WHS legislation WHS Policy and Procedures
- Report any WHS hazards and significant issues to Head of Operations, People & Culture or delegate
- Work in a safe manner, applying a duty of care

Note: the list of responsibilities is not exhaustive and the Institute may change or request additional activities to meet the operational needs of the business

4. SELECTION CRITERIA

Essential Criteria

1. A relevant tertiary qualification in Marketing, Communications, Digital, Design or related field
2. 3 - 5 years' work experience in a digital marketing and/or communications role – with examples of major projects across website, EDM, online programs, digital marketing, social etc.
3. Demonstrated experience with website Content Management Systems
4. Proficiency in Adobe CC programs
5. Experience with online tracking, Google Analytics and other analytics platforms
6. Demonstrated experience in using and leveraging social media channels such as Facebook, Instagram, Twitter, LinkedIn to grow engagement and followers
7. Proven track record in building and maintaining positive and collaborative relationships
8. Excellent oral and written communications skills with a high level of attention to detail
9. Ability to work both collaboratively and independently
10. Demonstrated confidence with ability to manage multiple projects at once
11. Empathy or alignment with mental health and wellbeing

Desirable

1. Experience within the non-profit sector and/or a commitment to non-profit communications
2. Experience using Adobe Premier Pro

5. Acceptance

I acknowledge as the holder of this position, that I agree to display the organisational values and behaviours and work in accordance with the key responsibilities of the role detailed in this position description.

Name:

Signature:

Date:

Note: A copy of this signed acceptance is to be placed on employee's personnel record and a copy provided to employee