

Position Description

Title	Digital Coordinator
Business Unit	Community and External Relations
Location	Level 4, 130 Lonsdale Street, Melbourne
Employment type	Full Time, Ongoing
Reports to	Digital Lead

About Uniting

Uniting Vic.Tas is the community services organisation of the Uniting Church. We've been supporting people and families for over 100 years. We work alongside people of all ages in local communities in Victoria and Tasmania. Our services reach to Albury-Wodonga in the north, Mallacoota in East Gippsland, the Wimmera region in the west, and across Tasmania.

We empower children, young people and families to learn and thrive. We're there for people experiencing homelessness, drug and alcohol addiction or mental illness. We support people with disability to live the life they choose. We assist older people to maintain their independence and enjoy life. We provide opportunities to access training and meaningful employment. We're proud to welcome and support asylum seekers to our community. We work to empower people with the information, skills and tools they need to live a healthy, happy life.

As an organisation, we work in solidarity with Aboriginal and Torres Strait Islander people as Australia's First Peoples and as the traditional owners and custodians of this land.

We celebrate diversity and value the lived experience of people of every ethnicity, faith, age, disability, culture, language, gender identity, sex and sexual orientation. We welcome lesbian, gay, bisexual, transgender, gender diverse and non-binary, intersex, and queer (LGBTIQ+) people at our services. We pledge to provide inclusive and non-discriminatory services.

Our purpose: To inspire people, enliven communities and confront injustice

Our values: We are imaginative, respectful, compassionate and bold

1. Position purpose

The Digital Coordinator will support the Digital Team and broader Community and External Relations team with the online components of campaign development, digital strategy, website performance and maintenance.

2. Scope

Budget: nil

People: nil

3. Relationships

Internal

This role's day to day will be largely internal, supporting the following colleagues within the Community and External Relations:

- Digital & creative team
- Business partners

Position Description

Digital Coordinator

- Advisors
- Fundraising team

External

- Working with agencies across campaigns and website updates as required

4. Key responsibility areas

Service delivery

- Work within the broader Digital and Creative team to support C&ER Business Partners, Advisors and Fundraising in developing campaign strategies, planning, and reporting
- Coordinate digital components of campaigns including EDMs, paid media, website, customer journeys and organic socials as needed
- Analyse campaigns and digital fundraising efforts to find opportunities for optimisation and testing
- Support Social Media Coordinator with community management and Facebook group management
- Support Digital Lead in maintaining web content, build and updates
- Identify opportunities for improvement of the website, assist in coordinating consumer feedback activities including surveys and consumer groups
- Assist in setting up and analysing CRM, website, and social media data sets across all activity.

People and teams

- Undertake regular supervision and performance reviews with line manager, providing feedback to promote collaborative working relationships
- Promote and maintain a positive, respectful and enthusiastic work environment

Personal accountability

- Compliance with Uniting's values, code of conduct, policies and procedures and relevant government legislation and standards where relevant.
- Cooperate with strategies to actively ensure the safety, protection and well-being of children who come into association with us.
- Ensure appropriate use of resources.
- Work collaboratively with Uniting (Victoria Tasmania) employees and external stakeholders in accordance with Uniting's values and professional standards of behaviour.
- Actively participate in initiatives to maintain, build upon and promote a positive and collaborative workplace.
- Identify opportunities to integrate and work collaboratively across teams.
- Take reasonable care for your own health and safety, and health and safety of others (to the extent required).
- Promote a positive safety culture by contributing to health and safety consultation and communication.
- Promptly respond to and report health and safety hazards, incidents and near misses to line management
- Attend mandatory training sessions (i.e. equal employment opportunity, health, and safety) and mandatory training specific to position.
- Declare anything that you become aware of through the course of your engagement which may impede your suitability to work with children and/or young people.
- Declare any potential or actual conflict of interest that you become aware of through the course of your engagement:
Based on a relationship with a current member of Uniting's workforce
Based on my ongoing work with another organization

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5. Person specification

Qualifications

- Bachelor of Communication, Digital Media, Marketing or similar

Experience

- 2 - 4 years of digital marketing/communications experience
- Proven experience in scoping planning and implementing digital campaigns
- Ability to gather and interpret data for use in optimisation
- Ability to make decisions and recommendations based on larger digital landscape
- Ability to prioritise and deliver work within tight deadlines
- Some knowledge of web usability, insights and optimisation tools
- Able to manage stakeholders and communicate issues and strategies

Core selection criteria

- **Values alignment:** ability to demonstrate and authentically promote Uniting's values.
- **Leadership:** demonstrated ability to provide safe environments for children and young people and protect them from abuse and neglect.
- **Communication:** ability to communicate complex information clearly and in an engaging manner across all levels of the organisation.
- **Stakeholder relationships:** proven strong negotiation and influencing skills.
- **Division contribution:** team oriented, collaborative approach with the ability to support and contribute to the effective marketing and fundraising of Uniting.
- **Innovation:** problem solving approach to issues with a willingness to try, test and learn.

6. We are a child safe organisation

Uniting is a child safe organisation and is committed in everyday practice to ensure the safety and wellbeing of all children, at all times. As a child safe organisation, employment with Uniting is subject to a satisfactory national (and international where relevant) police check and relevant Working With Children Check (and NDIS Worker Screening Check where relevant) to your State prior to commencement of any paid or unpaid work and/or participation in any service or undertaking.

This position description is subject to review and may change in accordance with Uniting's operational, service and consumer requirements.

7. Acknowledgement

I have read, understood, and accepted the above Position Description

Employee

Name:

Signature:

Date: