

Digital & Social Media Coordinator

Reports to Manager, Marketing

VPS Level 4

Full-time, ongoing position

Located: Level 6, 14-20 Blackwood St, North Melbourne

Salary in accordance with Schedule B, VPS Enterprise Agreement (2016)

About the Victorian Responsible Gambling Foundation

The Foundation is a statutory authority and was created in 2011 to specifically address the challenge of gambling harm in the Victorian community. Our mission is to improve the health and wellbeing of Victorians by working with our communities and government to deliver effective, evidence-based initiatives and innovative approaches to prevent gambling harm and provide support for those seeking help.

More than half-a-million Victorians experience some form of harm every year from their gambling activities. For every individual who experiences severe gambling harm, up to six other people are affected, including family members and friends.

The Foundation has adopted a public health approach to address all gambling harm. We support a whole-of-community response and look for ways to work in different settings. We work with schools and sporting clubs, health professionals, governments, counselling services, researchers, gambling providers and people who have been affected by gambling.

We fund and work collaboratively with health and community services professionals to ensure all Victorians, no matter where they live, can get support when, where and how they need it.

The Foundation is committed to learning and development, flexible work practices, and features a supportive environment that combines exceptionally high standards of performance.

Role Purpose

Reporting to the Manager, Marketing and working closely with the Digital Content Specialist, this role is responsible for leading and delivering comprehensive digital and social media engagement to address the challenge of gambling harm in the Victorian community. The role is responsible for developing effective social media and digital strategies for a range of digital platforms and creating and publishing engaging and relevant content that supports attitudinal and behaviour change.

Working collaboratively with the broader Strategic Communication and Marketing branch, the Digital Coordinator will monitor social media trends, report on digital performance and engagement and ensure relevant and appropriate systems, processes and plans are in place.

Key Accountabilities

- Support the Marketing Manager in the development and implementation of the Foundation's digital and social media strategy in consultation with the Digital Content Specialist and branch managers.
- Coordinate digital marketing activity for strategic campaigns and priority initiatives including writing, editing and publishing social media and website content, and coordinating search engine marketing and search engine optimisation activities.
- Develop and implement targeted content and channel strategies to improve community engagement outcomes, including website goal completion, social media reach and engagement and brand building activities.

- Manage the Foundation's social media communities on a day-to-day basis, monitoring conversations and appropriately responding to support individuals who may be affected by gambling harm.
- Work closely with the Marketing and Strategic Communications branch members to plan, execute and evaluate all digital channel activity, ensuring ongoing monitoring and regular analysis of digital and social media performance.
- Identify processes and resources required to achieve desired outcomes as part of developing and implementing systems and procedures to guide work and track progress of the Foundation's digital and social media strategy.
- Collaborate with stakeholders (internal and external) and work with other members of the Foundation to develop and deliver engaging and strategically linked social content, employing best practice tools and techniques, in compliance with whole-of-Victorian Government guidelines.
- Actively contribute to strategic planning and alignment of communications strategy and digital and social media performance indicators.
- Operate with autonomy and accountability in delivering within specific strategic directions and work flexibly and collaboratively with others to provide assistance to the branch as required.
- Contribute your knowledge and expertise to the benefit of the branch, and the organisation.

Key Selection Criteria

Knowledge & skills

- Experience writing and creating content for a range of target audiences for digital media, aligned with a defined communications and digital strategy
- Experience planning and coordinating digital marketing activities and materials for paid, earned and owned channels including SEM/SEO web advertising, website content and crafting content for specific social media channels
- Proven ability to contribute meaningfully to communication strategies that raise awareness and engage the community on a societal/public health issue.
- Demonstrated ability to plan and prioritise work to ensure outcomes are achieved and takes action to improve processes and work methods in striving for best practice
- Proven ability to build positive and collaborative relationships with external and internal stakeholders and actively contribute to the broader team
- Demonstrated ability to work within a politically and publicly sensitive operational environment.

Personal Qualities

- **Initiative and Accountability** - takes responsibility for actions and proactively implements work plan and addresses issues.
- **Creativity and Innovation** - designs and implements new or cutting-edge programs and processes, and develops new insights into situations, applying innovative solutions to make improvements in the work area.
- **Relationship Building** – acts confidently to quickly build rapport with others and provide a sound basis for productive relationships based on mutual trust and respect.
- **Flexibility** - adapts approaches and work to changes in the environment and effectively meets new challenges.
- **Team Work** – cooperates effectively with the team and works collaboratively to achieve work plan and goals.

Qualifications

A tertiary qualification in communications, writing, digital media or another related discipline or equivalent experience is desirable.

Important Information

The salary range for this position is set out in Schedule B of the *Victorian Public Service Enterprise Agreement 2016*. Please refer to the Department of Treasury and Finance website (dtf.vic.gov.au) for further information. The Foundation is committed to providing a working environment which is safe and without risk to the health of its employees. The Foundation embraces the public sector employment principles established under Part 2 of the *Public Administration Act 2004*. The principles aim to ensure that employment decisions are based on merit that employees are treated fairly and reasonably, that equal employment opportunity is provided, that human rights as set out in the *Charter of Human Rights and Responsibilities Act 2006* are upheld. All employees are required to comply with the Victorian Public Service Code of Conduct. The position description is indicative of the initial expectation of the role and subject to changes to Foundation goals and priorities, or focus of the role.

Please visit the Foundation's website (responsiblegambling.vic.gov.au) for more information about our work.
