



AUSTRALIAN NURSING AND MIDWIFERY FEDERATION TASMANIAN BRANCH (ANMF)

Position Description: Digital Marketing Officer

- Position Title:** Digital Marketing Officer
- Award:** Health and Community Service (Tasmanian State Service) Consolidated Award, Dependant on professional experience and qualifications
- Position Hours:** The position is part time 0.6 – 0.8 FTE (negotiable) and is based in our Hobart office. The position will initially be a 6-month contract with the possibility of further employment subject to review
- Reports To:** Marketing and Communications Manager

The Australian Nursing and Midwifery Federation Tasmanian Branch (ANMF) is the leading professional and industrial body supporting nurses, midwives, and care workers in Tasmania. We are seeking a motivated and experienced digital marketing professional to join our small marketing team.

Position summary:

The Digital Marketing Officer supports the Marketing and Communications Manager, Marketing and Design Officer, as well as the wider ANMF team and membership through the delivery of high-quality digital communications and advice and implementation of the ANMF digital strategy.

The role is diverse, with the successful applicant being required to give advice towards the ANMF digital strategy, as well as plan and develop digital communications. The Digital Marketing Officer is also accountable for increasing the ANMF's digital presence, as well as analysing and reporting on engagement in the digital space. Platforms include web, social media, and direct digital mailouts. Experience in graphic design would be looked upon favourably for this position.

Key responsibilities:

Digital and Social Media Marketing Strategy

- Advise on and implement a digital and social media strategy that builds an active, engaged audience across digital and social media platforms to improve quality, reach and engagement, and meets agreed performance indicators
- Develop, deliver, and report on dynamic and innovative data-driven digital campaigns across multiple online channels including website, social media, and email
- Work collaboratively with the Marketing and Communications Manager on audience development, research and other projects as required
- Work with Marketing and Communications Manager to develop, schedule, and manage the production of engaging digital design and content including video, multimedia and animated content
- Work with the Graphic Design team and Marketing and Communications Manager to ensure digital assets are produced to meet brand guidelines and organisation standards
- Demonstrate strong creative copywriting skills and how this is applied across different channels and audiences.
- Ability to identify and tailor digital communications, including preferred medium, tone of voice and design style, to a variety of audiences
- Proven success working with large scale targeted and segmented EDM campaigns, as well as reporting on interaction and conversion
- Undertake high level usage of segmentation tools in order to ensure best practice standards are adhered to for email campaigns that compliment overarching marketing campaigns

Web design

- Web editing and building skills (HTML, CSS, JavaScript, PHP, WordPress)
- Ability to implement and manage, up-to-date web content to ensure best UX practices are met in a timely manner with high level of accuracy
- Manage website updates as required in line with the ANMF's brand style guide and tone of voice
- Stay abreast of web developments and best practice changes that can be applied to both the ANMF and the Health Education Research Centre (HERC's) websites

Analytics and reporting

- Experience with setting up, understanding, and creating meaningful reports using metrics from different platforms including Google Ads, Facebook, Instagram, email marketing etc.
- Demonstrated experience in setting up frequent reporting structures that can be compiled and presented monthly to the Branch Council and Executive teams, and lead decision making and budgeting requirements in this space

Other experience, skills and knowledge:

- Ability to work autonomously, be solutions driven and know how to hold yourself accountable
- High attention to detail
- Ability to work in a fast paced and at times reactive environment
- Excellent problem-solving skills
- Excellent computer skills including experience with design and marketing programs such as Adobe Creative Cloud, Mailchimp or equivalent

Selection criteria:**Essential:**

The successful applicant will possess the below skills and experience:

- Proven creative and content production skills with experience conceiving, producing, and generating creative content ideas for digital marketing channels
- Experience managing successful digital and/or social media strategies from conception, production and application, to final reporting
- Experience with web production, design, and content management
- An ability to plan, develop, and compose communications for and across a range of digital channels
- Experience planning, writing, and producing large scale digital email communications in a professional capacity using segments and merge fields to target identified audiences
- Excellent interpersonal and organisational skills, and the ability to manage multiple concurrent tasks, be responsible for managing own workloads, and work autonomously to tight deadlines
- The ability to keep abreast of, report on, and adapt to the changing digital space in particular web design and social media
- A specialist understanding of all major social media platforms to drive brand awareness, and engagement including paid and organic advertising, as well as analytics and reporting structures
- A creative wordsmith with exceptional written and oral communication skills
- Expert knowledge of Microsoft Office Suite, Mailchimp, Facebook Insights, Google Analytics, SEO, and Wordpress. Experience with Client Relationship Manager programs, as well as Buffer or an equivalent social media management program would be an advantage

Desirable

- Graphic design, photography, and/or videography experience producing graphics and video content for social media, email and web using Adobe Creative Cloud or similar
- The ability to conceptualise and design creative digital content for all streams, including graphics for website, EDM design, and social media
- eCommerce digital advertising experience, particularly in social media, identifying, outlining, and managing high daily budgets and follow up reports

Reporting relationship:

- The position reports to the Marketing and Communications Manager

Management:

- The Digital Marketing Officer is responsible for managing and prioritising their own work under the direction of the Marketing and Communications Manager

Performance review:

The Digital Marketing Officer is required to participate in their own performance review, with the Marketing and Communications Manager and Director of Operations, following:

- A period of 3 months employment
- A period of 6 months employment (at which time an extended contract period may be discussed)