

Title

CONTENT AND DIGITAL COMMUNICATIONS EXECUTIVE

Job Description

The position of Content and Digital Communications Executive is critical to the effective operation of Royal Life Saving Society – Australia (RLSSA). Advocacy for drowning prevention and water safety issues through communications, marketing and public awareness campaigns are core aspects of our mission. The Australian Water Safety Strategy, the RLSSA Strategic Framework and support of stakeholders are key drivers of our communications and marketing activities.

This position will assist in driving Royal Life Saving's advocacy and public awareness activities to deliver and grow our social media channels and website with a focus on growing engagement, community and brand value.

Working with the national team, a network of State and Territory Member Organisation personnel, industry and corporate partners, this position is the primary role responsible for digital communications which includes both social media and website and will be required to generate creative and engaging content, supporting brand personality, strategic, campaign and program objectives.

Further, this position will provide marketing and communications support to guide the development and delivery of EDMs, publications and other communication materials.

You will have proven experience across all areas of social media, content creation, website and digital marketing, public relations and copywriting.

Scope of Duties

Social Media

- Plan, develop, manage and execute social media across multiple platforms.
- Work with suppliers to deliver supporting digital content including video and social media assets.

Digital Marketing

- Ensure website contains updated, engaging and issue focused content – includes writing and/or editing content and sharing the responsibility of being a content producer to ensure seamless content rollout and results.
- Support marketing campaign and program activities includes writing/editing content and creation of online assets.
- Design, build, populate and send digital communications (e-newsletters and EDMs)

Communications

- Provide communications support with the ability to write and/or edit content for media releases, external publications and other communication materials.
- Develop strong working relationships to collaborate on content across the national team, State and Territory Member organisations, industry and partners.
- Support State and Territory Member Organisations in their communication and marketing activities.
- Prepare and deliver campaign and quarterly digital communications reports (for social, website and media) with a focus on data insights, key learning's, and recommendations.
- Undertake other duties consistent with the level of this position.

Responsibilities, Experience, Skills, Qualifications, Performance Evaluation and Reporting

Responsible To: National Manager – Marketing and Events

Subordinate Staff Directly Supervised: Nil

Subordinate Staff Indirectly Supervised: Nil

Limits of Authority:

- Limited to scope of duties as listed above.

Required:

- Relevant tertiary qualification preferred.
- Current Working with Children Check.
- Fully vaccinated with an approved Covid-19 vaccination in line with the ATAGI guidelines which include booster shots. We have a medical exemption process and would be happy to discuss your application should this be applicable to you.

Experience Required:

- A minimum of 5 years' experience in a similar role.

Skills Required:

- Demonstrated skills in managing organisation social media accounts (including analytics) for Facebook, Twitter, Instagram, LinkedIn, TikTok and YouTube.
- Demonstrated skills in social media scheduling tools (we currently use Sprout), website content management systems (we currently use Squiz Matrix), Google Analytics, Google Ads, Microsoft Office, Adobe and Canva.
- Solid skill set for storytelling to build audiences, engagement, and activations.
- Creative eye and attention to detail.
- Excellent communication skills, both written and verbal, including copywriting skills.
- Capacity to successfully manage competing priorities, maintain high standards and meet deadlines.
- Good stakeholder management and networking skills.
- Collaborative attitude with a commitment to teamwork.
- An ability to work under pressure.
- Critical thinker with problem-solving skills.
- Proactive and committed.

Performance Evaluation:

- The Employer may conduct a formal performance review of the Employee's performance at 6 weeks from start date, or at any other time it sees fit.
- An employee performance appraisal with salary review will be conducted annually.

Reporting:

- Provision of a written quarterly report on the progress of objectives set in the Work Plan.
- Provision of an annual report against agreed objectives.
- Provision of a written report against key media performance indicators.

Title: **Content and Digital Communications Executive**

Approved By: *(Chief Executive Officer)*

Date:

Acknowledged By: I have read and understand the above responsibilities.

Name: **Signature:**
(Please Print)

Date: