

Position Description

Content/Digital Marketing Officer

Created: 21 October 2022

Reports to: Communications and Marketing Coordinator (CMC)

Level of supervision: Routine supervision provided

Position Type: 0.5 FTE, Ongoing

Level: 4.1

Position Purpose

The role Content/Digital Marketing Officer (CMO) will provide support to the CMC to write, edit and distribute content for GSA's online and print communications and marketing. This includes content for GSA's monthly newsletter, social media (e.g., Facebook, LinkedIn, Instagram, etc.), website and other communication channels.

The role will work closely with the Graphics Officer and CMC to promote awareness of the GSA brand amongst graduate students and UoM stakeholders.

Main tasks

Key Responsibilities

- Write high-quality content that increases brand awareness and informs graduate students of GSA events, activities, services, policies, advocacy, and campaigns.
- Manage the upkeep of the website, such as updating content using WordPress (no coding experience needed).
- Provide regular reporting on the performance of the website.
- Write and distribute content for the newsletter, social media, website, or other communication channels.
- In partnership with the CMC, liaise with the Representative Council to ensure Office Bearers have an active voice in GSA communications and marketing activities.
- Provide marketing admin, such as updating events on the website and on social media channels.
- Collaborate with the CMC and Graphics Officer on communication and marketing activities that are relevant, on-brand, responsive and timely.
- In partnership with the CMC, liaise with UoM stakeholders to communicate information and opportunities to graduate students.

Key Selection Criteria

Essential criteria

- Undergraduate degree level, or equivalent in Communications Marketing or completion of a relevant qualification and subsequent relevant work experience
- High level verbal and written communication skills with the ability to collaborate with a broad range of stakeholders.
- Strong understanding and/or background in social media platforms such as Facebook, Instagram, LinkedIn, Twitter.
- Demonstrated ability to apply sound organizational and time management skills, including the ability to prioritize and schedule communications, work independently, and as part of a team.
- Excellent interpersonal and communication skills, including experience in writing, editing, and developing social media (graphics) content.

Desirable

- Experience using Adobe suite or Canva to create graphics
- Experience using WordPress
- Experience using Mailchimp
- Experience using Google analytics
- Experience with paid social, such as Facebook Ad Manager
- Working knowledge of developing writing media releases or public statements

Please note: This job description serves to illustrate the scope and responsibilities of the role and is not intended to be an exhaustive list of duties. If requested by management or necessitated by the ongoing development of this role, and wherever reasonable, you will be expected to perform other tasks that are related to this specific position description only, i.e., that relate to a role of a Content/Digital Marketing Officer.

Acknowledgement

I certify that I have read, understood and accept the duties, responsibilities and obligations of my position.

SIGNED BY

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Employee

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Date

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Manager

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Date