

DIGITAL MARKETING COORDINATOR

POSITION DETAILS

Role	Digital Marketing Coordinator
Status	Full Time 12 Month Max Term with possibility of extension or permanency
Reports to	Marketing Team Lead
Award	Level 4-4, Social, Community, Home Care & Disability Services Award 2010
Location	Minus18 Office, at the Victorian Pride Centre, 79-81 Fitzroy St, St Kilda VIC. This role includes on-site, work from home and travel arrangements.
Salary	<p>\$92,435.80 Full Time Salary Package (Non-PBI Equivalent) + Super - includes:</p> <ul style="list-style-type: none">• \$83,486.00 Base Pay• Up to \$6,385.95 in tax-savings via our offered charity salary packaging.• \$8,766.03 allowances and cash benefits• + \$8,766.03 Super (10.5%)
Start Date	ASAP

FLEXIBILITIES AND ACCESS

Role Status	Full Time 12 Month Max Term with possibility of extension or permanency
Start Time	We offer flexible start times between 8:00am and 9:30am.
Location	This role includes on site and work from home arrangements
Office Space	<p>Our office is located at the Victorian Pride Centre in St Kilda, which is an exciting, purpose built space for LGBTQIA+ community organisations which includes:</p> <ul style="list-style-type: none">• A raised Tram Stop within 100m from the building entrance.• Elevators and accessible bathrooms.• End of trip facilities.• Dedicated prayer rooms.

ABOUT THIS POSITION

The Marketing team is responsible for continuing to grow the visibility and awareness of Minus18's critical work to all corners of the community, while maintaining close engagement with our loyal supporter base across social media and marketing platforms.

This position will work across, and communicate to, multiple audiences including youth, adults, workplaces, schools and donors, playing an integral part in the coordination and implementation of our Digital Marketing initiatives.

YOUR TEAM



Reb

She/They
Marketing Team Lead



Sean

He/They
Video Content Coordinator

MAJOR RESPONSIBILITY AREAS

1. SOCIAL MEDIA

Tasks

End to end management of social media (organic & paid) accounts including creating and maintaining content calendars and driving growth across multiple platforms and programs (eg. Youth event ticket registrations; Education Team booking enquiries)

Community moderation

Work with the Strategic Relationships Team and external stakeholders to assist with partnerships content and promotion

Development of a Social Content Strategy for key audiences and key platforms across all teams Minus18

Engaging with external creators including influencers, ambassadors and artists for the creation of content

Attending Youth events to support in marketing priorities

Key Impact Indicators

- Targets for Marketing Team are met in regards to sign ups, uptake and creation of campaign toolkits and audience engagement.
- Growth across Campaign pillars: toolkit downloads, engagement with campaign content, merch sales, and social media engagement
- Marketing support for Partner/Sponsor/Grants/Fundraisers/Clients (as provided by Relationships Team) is provided to a high standard

2. ELECTRONIC DIRECT MAIL (EDM)

Tasks

Creation of a schedule for our EDMs on Mailchimp

Development of user journeys across audiences during campaigns

Writing of content for multiple audiences

Using analytics to devise improvements and strategies for growth

Utilise your expertise in order to grow and develop current EDMs to ensure alignment with industry standards and practices

Key Impact Indicators

- EDMs are created with high attend to detail and aligned with marketing schedule of activities
- High open and click through rate maintained across all audiences (youth, adult, campaigns)
- User experience across all audiences is clearly defined

MAJOR RESPONSIBILITY AREAS

3. WRITTEN CONTENT

Tasks

Apply purpose driven and action oriented copywriting to assist in the development and creation of written content for our website across various audiences

Work with CMS system to upload to our website

Understanding of SEO best practices

Support in the creation, maintenance and development of content style guides

Key Impact Indicators

- Ensure that articles are published with a high attention to detail and created and aligned to Minus18's priorities, keyword research and education needs.

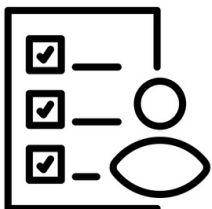
KEY SELECTION CRITERIA

THE IDEAL CANDIDATE HAS

1. Demonstrated experience in a similar position and or Tertiary qualification in marketing or a related discipline is desirable
2. High level of proficiency of social media channels: Facebook, Instagram, LinkedIn, Twitter,
3. Experience in B2B and B2C marketing, email marketing and social media marketing
4. Experience working with CMS platforms, social media scheduling platforms (eg. Buffer), Electronic Direct Marketing platforms, Google Analytics, paid ad platforms (i.e. LinkedIn, Meta Business Suite, Twitter)
5. Demonstrated writing & editing skills and/or experience
6. Experience writing for SEO is desirable
7. Strong lived experience and understanding of diverse identities within the LGBTQIA+ community (including but not limited to trans/gender diverse, and/or people of colour).
8. Demonstrated passion for Minus18's mission to improve the lives of LGBTQIA+ youth

ROLE REQUIREMENTS

1. A successful Police Background Check and Working With Children Check (WWCC) are required for this role. These can be obtained once an offer of employment is made, and before role commencement.
2. Proof of full COVID-19 vaccination status.



We've provided a significant amount of information about this role to support your application process, and give you a full understanding of what you're applying for.

Research shows that men apply to jobs when they meet an average of 60% of the criteria, while other genders (and intersecting identities) tend to only apply when they check every box. If you think you have what it takes but don't meet every single criteria above, we would still love to hear from you.

HOW TO APPLY

INSTRUCTIONS

To apply for this role, please send us the following:

- A copy of your CV
- A short pre-recorded video (max 5 min) introducing yourself, and briefly responding to the 5 key selection criteria - recorded on your phone is fine. Please ensure this is uploaded to a 3rd party service (such as Youtube, Dropbox, etc) and shared via URL, not as an attachment.

Please email this to jobs@minus18.org.au and state the role within the subject line.

Please ensure that only one email is sent.

APPLICATION CLOSE

7 DECEMBER 2022

Please note we will be conducting interviews before applications close

PROCESS

Pre-Recorded Interview	First round, you are asked to submit a pre-recorded introductory interview, responding to the key selection criteria
Live Interview/s	Successful candidates will be invited to a live interview with the team. These will be conducted face to face or online
Reference Check	Successful candidates will undergo a reference check, Working With Children Check and Police Background Check.

Minus18 is committed to promoting and advancing equal opportunity for LGBTQIA+ people, especially LGBTQIA+ people in our strategic priority groups (People of Colour, Aboriginal & Torres Strait Islander people, and people with culturally or linguistically diverse backgrounds). We encourage people in our strategic priority groups to apply, and to let us know if any special assistance is required during the application process (including barriers to recording and uploading your video).

Need assistance? JobAccess includes help finding work, changing jobs, accessing DES providers and workplace modifications to help you find / maintain employment. Please email meg.an@minus18.org.au your questions <https://www.jobaccess.gov.au/people-with-disability/available-support>

ABOUT US



AUSTRALIA'S CHAMPIONS FOR LGBTQIA+ YOUTH

THE MINUS18 FOUNDATION

Minus18 is Australia's charity improving the lives of LGBTQIA+ youth. We support LGBTQIA+ young people through events and digital platforms, and provide fee for service LGBTQIA+ inclusion training to schools, businesses and community organisations. Since 2011 over 100,000 young people have engaged in these services across Melbourne, Sydney and Adelaide, and millions more via digital platforms. We're a rapidly growing team of 16 staff.

WHY WORK WITH US?

Our dynamic start up culture and period of growth means your ideas have a big impact on the whole organisation and its future.

Social Impact is at the forefront of everything we do. There's nothing better than seeing the result of your work put a smile on the face of an LGBTQIA+ young person and community.

You will work with a high performing team of passionate young people and young adults; and be part of a larger vibrant youth movement inspiring the leaders of tomorrow.

OUR TEAM

Meet our team here: <https://www.minus18.org.au/our-team>