

Position Description



YWCA CANBERRA

Position Information	
Position	Digital Communications Coordinator
Date approved	21 July 2022
Program	Communication, Advocacy and Engagement Team
Supervisor	Communications Manager
Location	YWCA Canberra Central Office
Hours of work	30-38 hours per week
Salary	Grade 3 Level 1 - Grade 3 Level 3 YWCA Canberra Enterprise Agreement 2018-2023 (level dependent on experience)

General Conditions of Employment

- YWCA Canberra Enterprise Agreement 2018 - 2023
- Appointment is subject to obtaining a satisfactory Working with Vulnerable People check at own cost
- Appointment is subject to satisfactory National Police Check within the last 3 months.
- Appointment is subject to satisfactory working rights in Australia
- All YWCA Canberra policies and procedures will apply
- Subject to a 6-month probation period

Position Statement

Reporting to the Communications Manager the Digital Communications Coordinator is a key position within the Communication, Advocacy and Engagement team. The Digital Communications Coordinator is responsible for managing the organisations digital communication channels across social media and EDMs, including developing content plans, managing schedules, contributing to communications and marketing strategies and identifying marketing opportunities. In addition, the DCC takes the lead on content creation for the organisation's digital communication and marketing channels. This role also undertakes analysis, reporting and research to support a best practice approach.

Responsibilities

- Take the lead on coordinating, managing and growing the organisation's digital communication channels including Facebook, Twitter, Instagram, LinkedIn, the blog and our EDMs;
- Working with the Communications Manager to develop strategic plans and tactics to support the growth of the organisation's digital channels.
- Develop targeted and effective content to support the promotion of YWCA Canberra's events, activities and services through digital communications.
- Under the direction of the Communications Manager, lead content development for YWCA

Form: Digital Communications Coordinator	Review Date: May 2023
Steward: People & Culture / ED Communications Advocacy and Engagement	Approved By: CEO
Version: 2.0	Updated: 19 July 2022

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Canberra's communication channels and publications. This includes written, graphic design, photography and video content.

- Provide advice and input to our advocacy campaigns, and lead the delivery of digital content arising from our advocacy work
- Undertake graphic design work, including developing visual concepts and identities for our campaigns and social media content.
- Conduct industry and sector research and reporting to ensure our clients and customers are at the forefront of our communication efforts.
- Perform other duties as required and directed by the Communications Manager.

Selection Criteria			
Qualifications	A tertiary qualification or experience in communications, marketing, media, PR, digital or other related discipline.		
Knowledge and Experience	<ul style="list-style-type: none"> • Demonstrated experience in producing engaging and compelling content for digital communication channels • Experience working on gender and/or social justice issues desirable but not essential 		
Capabilities and Behaviours	<ul style="list-style-type: none"> • Experience or interest in digital content development and marketing • High level verbal, written and interpersonal skills, and a team-oriented attitude • Experience or interest in graphic design, photography and videography • Exceptional verbal, written and interpersonal skills, and a team-oriented attitude • Ability to think creatively and develop communications materials for diverse audiences • Ability to multitask, meet deadlines and work under pressure • Flexibility during times of change and ability to thrive in a fast-paced environment with competing deadlines 		
Other Requirements	<ul style="list-style-type: none"> • Ability to work within the philosophy of the YWCA Canberra • Current full driver's license • A current Working with Vulnerable People Registration • Australian Citizenship or suitable rights to work in Australia 		
Authorisation			
Acknowledgement by Incumbent	Signature:	Date	Click here to enter a date.
	Name:		
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