



# Position Description

## Digital Marketing Coordinator

Wesley Marketing, Digital  
July 2022

### Agreement

---

Signed–Manager

---

Signed–Employee

---

Date

---

Date



# Digital Marketing Coordinator

## Wesley Marketing, Digital

### 1 Overview of Wesley Mission

Wesley Community Services Limited, a company limited by guarantee pursuant to the Corporations Act 2001, is a Public Benevolent Institution operating as Wesley Mission to deliver services and programs to provide direct relief of poverty, sickness, suffering, distress, adversity, disability, destitution, and helplessness in New South Wales and other parts of Australia as inspired by the work of Jesus Christ in Word and deed. Our vision is to:

“Do all the good you can, by all the means you can, in all the ways you can, in all the places you can, at all the times you can, to all the people you can, as long as ever you can”.

Out of Christian love and compassion we are driven by Christlike servanthood, unfailing integrity and courageous commitment.

The organisational plan is based on four key result areas, namely:

- our clients
- our people
- our operations
- our financials.

Our position descriptions and performance plans are aligned with these four key result areas.

### 2 Overview of Wesley Marketing

The operational work of Wesley Mission includes a portfolio of community service activities that is amongst the most diverse of any Australian organisation. The role of Wesley Marketing is to:

- support Wesley Mission centres in their property management, fundraising, volunteering, profile building and promotional activities
- create a strong, consistent and enduring brand to increase awareness of Wesley Mission
- support Wesley Mission centres through the facilitation of recruitment, training and coordination of Wesley Mission volunteers
- raise funds to support the activities of Wesley Mission
- ensure our property assets are well managed and maintained
- ensure projects are delivered in line with agreed project plans and budgets.

### 3 Overview of role

The Digital Marketing Coordinator is responsible for supporting the planning, delivery and execution of digital deliverables, and the provision of digital expertise and services.

They are responsible for supporting digital campaigns, engaging our audience and increasing awareness of our brand.

The role is responsible for content scheduling, reporting on digital activity and paid advertising support as overseen by the Digital Marketing Officers.

## 4 Relationships

Reports to: Senior Marketing Officer, Digital

## 5 Major role responsibilities

### 5.1 Our clients

- develop and deliver digital solutions in alignment with KPIs and the Wesley Mission digital and social media strategy
- support the delivery of all online assets including the website, intranet, e-communications, online fundraising, social media and other digital projects in line with Wesley Mission digital strategy
- ensure all content and digital assets are kept up to date
- develop and deliver email communication campaigns, including tracking and reporting on performance.
- be a strong ambassador for the Wesley Marketing team.

### 5.2 Our people (our team)

- collaborate with Wesley Marketing team members to deliver digital marketing solutions in alignment with Wesley Mission's digital and social media strategy
- support Wesley Marketing team members to enrich their knowledge of digital marketing and social media
- maintain strong working relationships with all members of the Wesley Marketing team
- create a team culture of inspiration and passion for Wesley Mission
- promote and ensure adherence to Wesley Mission brand
- ensure all Human Resource (HR) policies and procedures are understood and adhered to
- on a quarterly basis, document your progress using the Employee Contribution & Development template and meet with your manager to discuss
- ensure your position description is up-to-date and identify career training and development and career growth opportunities for yourself.
- regularly report to your manager on team issues such as resourcing needs, performance, training/development, disciplinary action, leave, Work, Health & Safety issues etc
- identify and recommend opportunities to increase team satisfaction
- attend all scheduled meetings.

### 5.3 Our operations

- identify opportunities to promote and increase awareness of Wesley Mission brand and services, increasing audience reach, engagement and involvement
- ensure adherence to the Wesley Marketing, Digital project delivery, digital delivery, and reporting processes
- be an advocate of the Wesley Mission brand, ensuring brand compliance and use of correct templates
- regularly review the systems and processes in place to ensure continual improvement
- review new technologies and help identify opportunities to increase automation and effectiveness.

## 5.4 Our financials

- ensure all projects are delivered to budget and seek opportunities to minimise expense wherever possible.

## 6 Professional responsibilities

- as directed, other activities to support the delivery of the Wesley Marketing Business Plan and Wesley Mission Strategic Plan, as requested by your manager
- as an employee, be responsible under the Work Health & Safety Act for the health and safety of all persons they come into contact with, during employment. All hazards and injuries must be reported through the normal process as set out in Wesley Mission's Work Health, Safety and Rehabilitation Quality Management System and site procedures
- in relation to Wesley Mission and the Uniting Church in Australia, attend such functions, meetings, seminars, training courses as directed by your supervisor
- in relation to Wesley Mission attend worship services as encouraged by your supervisor
- take responsibility for personal career development and training
- participate in Wesley Mission's Orientation program, so as to gain an understanding of, and promote, the application of the EEO, Affirmative Action, Privacy Act, Work Health & Safety Act and other relevant legislation
- administer Wesley Mission's philosophy of care and other relevant policy documents as appropriate
- demonstrate responsible stewardship of all resources, and willingness to report impropriety in keeping with the values of Wesley Mission
- ensure the reputation and integrity of Wesley Mission is maintained at all times
- maintain confidentiality.

## 7 Selection criteria

To be successful in this position, candidates must possess the following:

### 7.1 Demonstrated behaviours

- willingness to affirm Wesley Mission's vision, mission and values and enthusiastically advocate our Word and deed ministry
- demonstrated ability to work unsupervised as well as an effective team player with a positive can-do attitude
- relates well to a range of people with sound listening and problem solving skills
- confident professional with strong initiative and business acumen
- displays emotional maturity and resilience.

### 7.2 Essential skills/knowledge

- at least 2 years demonstrated experience in a digital role
- experience using a content management system
- experience with social media paid advertising
- demonstrated experience interpreting analytics to report on and inform marketing activity (Google DataStudio preferable but not essential)

- experience creating and sending email direct mail
- proven organisational skills, ability to multi-task and prioritise work
- ability to take direction, work independently and as part of a team
- attention to detail and ability to work to deadlines
- proactive, flexible and can do attitude
- tertiary qualification in marketing, communications or related discipline
- proficient skills in MS Outlook, PowerPoint, Word and Excel
- current Working with Children Check clearance or willingness to obtain.

### **7.3 Desirable skills/knowledge**

- social media scheduling tools, preferably AgoraPulse or HubSpot
- paid advertising set up, including Facebook, Instagram and LinkedIn advertising
- email direct marketing tools, preferably MailChimp or HubSpot
- WordPress content management system.