<table>
<thead>
<tr>
<th><strong>Job title</strong></th>
<th>Digital and Marketing Coordinator [part time, 22.5 hours p/week]</th>
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<tbody>
<tr>
<td><strong>Reports to</strong></td>
<td>Strategic Engagement and Communications Manager</td>
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<tr>
<td><strong>Incumbent</strong></td>
<td>Vacant</td>
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<tr>
<td><strong>Updated</strong></td>
<td>June 2017</td>
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<tr>
<td><strong>Location</strong></td>
<td>Canberra</td>
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<tr>
<td><strong>Contract</strong></td>
<td>July – December 2017, with possibility of extension</td>
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<td></td>
<td>$35 per hour</td>
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**Purpose and Scope**

The Digital and Marketing Coordinator position is responsible for managing LG Professionals Australia’s digital program, ensuring the organisation has a strong, relevant and influential voice as Australia’s peak body representing local government professionals.

There is a lot of opportunity for LG Professionals Australia to expand its reach into the more than 500 councils in Australia. There are also many stakeholders, organisations, international contacts and other levels of government we work with, that we can be better connected with online. A big part of the Digital and Marketing Coordinator’s job is to achieve this.

The position allows for plenty of creative flair, both strategically and aesthetically. The scope includes providing advice on digital best practice, auditing, designing and administering existing platforms and creating compelling content to achieve engagement and reach targets.
Responsibilities

Administer

The Digital and Marketing Coordinator looks after the day-to-day management of LG Professionals Australia’s digital platforms. This includes the website, social media accounts and eDMs.

Working closely with the Communications Coordinator, the Digital and Marketing Coordinator is responsible for ensuring content is effective, engaging and consistent.

Design

There are two key design elements to this position:

- Graphic design
- Multi-media content development

Grow

Initially, the focus will be on:

- CRM – system development, growth and management
- SEO – optimising content and paid search options
- Analytics – reporting and identifying issues and opportunities
- Marketing – creating and implementing digital marketing campaigns
- Audit and design projects – website, social and eDMs
- Internal communications platforms review

Reporting

- Regular dashboard reports
- Project reports
Qualifications and Experience

Required:

- Formal qualifications in digital media, bachelor level minimum
- Experience working in a similar role

Skills

Essential

- Website administration experience, preferably Weebly or similar
- CRM systems management
- Graphic design skills, including InDesign and Illustrator
- Mail Chimp
- Google analytics
- SEO
- Social media for business

Highly desirable

- Understanding of information architecture
- Multi-media content development experience

Direct reports

none

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<tr>
<th>Approved by:</th>
<th>Chief Executive Officer</th>
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<tr>
<td>Date approved:</td>
<td>14 June 2017</td>
</tr>
<tr>
<td>Reviewed:</td>
<td></td>
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<tr>
<td>Next review due:</td>
<td>September 2017</td>
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