



POSITION	Digital Engagement Specialist	STATUS	Full time
REPORTS TO	Executive Manager, Digital & Corporate Communications	LOCATION	Cheltenham

BETTER PLACE AUSTRALIA

Better Place Australia has a vision of “an Australia where all people experience positive relationships, truly value each other and live safer, more confident lives”. As a community focused not-for-profit organisation with an ever-growing range of psychological and community support services, Better Place Australia is taking a leadership role in the provision of high-quality, effective services for a wide range of community groups across 20 locations in Victoria.

PURPOSE OF ROLE

The role will be sensitive to the issue of digital exclusion and that a good digital experience can foster community and stave off loneliness.

The position holder works closely with the Executive Manager and other key stakeholders with a key focus on using digital channels to increase engagement of consumers (particularly those experiencing disadvantage) and to build awareness amongst key stakeholders.

This position had a key role in introducing and developing innovative website experiences, human-centred website design and refinement of website data. They will assume responsibility for creating new landing pages, maintaining and updating website content, monitoring and optimising website performance, and managing website functionality, appearance and reporting.

The successful applicant will actively contribute to the development, delivery & monitoring and oversight of digital content across Better Place Australia’s branded digital media platforms.

WORK PERFORMED

- Digital Platform Enhancement
- Create high quality, sharable website/digital content with a view to raising brand awareness.
 - Engage sector and policy making audiences through the curation of website/digital content that is engaging, relevant, innovative, and responsive to the organisational and community needs.
 - Ensure reach and efficiency through monitoring visitors and engagement to meet monthly expectations.
 - Facilitate the ‘voice of the client’ across Better Place Australia’s digital platforms.
 - Optimise UX conversion including through the coordination of website developers and graphic designers.
 - Assist with the operational scope of delivering WordPress, Prowly and back office connected supports.
 - Apply a solutions-focussed approach to solving functionality issues including by implementing testing and working with IT support/technical staff as required.
- Digital Engagement Strategy Fulfillment
- Increase the online prominence of Better Place Australia amongst service enquirers.
 - Optimise user experience (UX), technical performance and search engine performance of Better Place’s website(s).
 - Collaborate in consumer informed development of new sections and micro sites.
 - Respond to new organisational developments with suitable digital initiatives based on practitioner, client, and SMEs.
 - Act as the digital product champion within SLT (Senior Leadership Team) and project groups as required.
 - Deliver goals consistent with project scope, in a timely manner and within budgetary guidelines.

Stakeholder Management

- Partner with key stakeholders to obtain buy-in.
- Engage with SMEs across the community and sector.
- Generate periodic project status reports as directed.

Innovation

- Assist the Executive Manager in driving digital innovation across the organisation with a view to becoming a sector leader in the digital space
- Drive digital content and engagement in line with key customer journeys and business priorities
- Increase digital profile for prospective funders based on business objectives
- Contribute digital solutions/enhancements to grant applications & new business tenders

Digital Performance and Optimisation

- Champion digital integration across client communication channels.
- Digital product target achievement and maximisation of value from channels including improving SEO and paid advertising.
- Managing changes, additions and enhancements to digital products and platforms in conjunction the with Executive Manager Business Systems.
- Maintain hands on t support for digital platforms including website Content Management System (CMS), client-facing Online Surveys and Online Chat.

Data and Reporting

- Monitor web traffic and other metrics to meet Business Plan objectives.
- Generate insights on client digital behaviours and collaborate with Communications Coordinator to maintain and enhance campaign reports.
- Work with the Business Analyst to collate data and prepare reports on digital interactions across the portfolio of digital channels and correlate to phone interactions.
- Report on the progress of commissioned digital projects as required including milestones and budgetary.
- Prepare bimonthly status reports for the Executive Manager.

Quality & Compliance

- Ensure digital channels meet accessibility requirements.
- Maintain a good working knowledge and understanding of the QIP Health and Community Standards and Rainbow Tick requirements.

Other

- Maintain a strong understanding of the services provided by Better Place Australia in order to inform digital engagement tactics.
- Current satisfactory National Police Check and Working with Children Check.
- Other duties as assigned, and which are consistent with the position.
- Ensure compliance with Better Place Australia's Code of Conduct and related organisational policy material
- Contribute to a culture of health and safety.
- Identify potential hazards and implement appropriate risk mitigation responses in so far as is reasonably practicable.

KEY RELATIONSHIPS

Internal

- Executive Manager Digital and Stakeholder Engagement
- Communications Coordinator
- Regional Service Managers
- Practitioners
- Customer Service Teams
- Business Systems

External

- Digital service providers and developer
- Ad-hoc content creators

REQUIRED QUALIFICATIONS AND EXPERIENCE
<ul style="list-style-type: none"> • Extensive experience in a similar role • Demonstrated experience with contemporary digital marketing platforms • Demonstrated proficiency in digital marketing, online community engagement and knowledge of emerging social media trends and a deep understanding of social media metrics. • Practical working knowledge of technologies such as WordPress, SharePoint, and Office 365 • Experienced in analysis, scope of work documentation and other reports/business documentation • Proven ability to function effectively with a degree of autonomy
BEHAVIOURAL COMPETENCIES
<ul style="list-style-type: none"> • Highly developed computer literacy and systems proficiency • Excellent technical and analytical skills • Excellent attention to detail • Excellent listening skills • Excellent communication skills • Well-developed interpersonal and presentation skills • Ability to contribute both independently and as part of a team • Well-developed ability to understand business processes • Self-starter with a high degree of initiative and solutions focus • The ability to think creatively and develop innovative responses to specific situations as they arise
RISK SCREENING
<ul style="list-style-type: none"> • Current Victorian driver's license • Current satisfactory National Police Check • Working with Children Check (Victoria) • Please note that pursuant to <i>Pandemic COVID-19 Mandatory Vaccination (Specified Facilities) Order 2022 (No 6)</i>
GENERAL INFORMATION
<p>Better Place Australia is a not-for-profit organisation, and we provide services for all members of the community regardless of religion, age, gender, sexuality, lifestyle choice, cultural background or economic circumstances. We offer a workplace culture reflective of a vibrant, learning organisation where our people are highly engaged in their work and committed to making a difference. Our organisation is committed to child safety, and we carry out police record, working with children and reference checks to ensure that we are recruiting the right people.</p>