

JOB DESCRIPTION					
Job title	Digital Marketing and Social Media Coordinator			Work unit	Marketing and Strategic Engagement
Job type	Full time			Duration	Ongoing
Salary	Administrative Officer 7 - BIITE \$111,238 - \$119,632			Location	Darwin, Batchelor
Position number	18566	RTF	292563	Closing	01/04/2024
Contact officer	Adam Troyn, Manager of Marketing and Strategic Engagement on 0476 449 190 or adam.troyn@batchelor.edu.au				
Information for applicant	Applications must address each selection criteria individually.				
Special Measures	Aboriginal and/or Torres Strait applicants are encouraged to apply.				
Special features of the position	This position may involve occasional intra-state and inter-state travel (aircraft, 4WD) to support marketing activities of the team (i.e.: events, remote community visits) outside of normal working hours, such as on evenings or weekends.				
Apply online link	Applications to be emailed to recruitment@batchelor.edu.au				

Context Statement

Batchelor Institute is the only First Nations dual sector tertiary education provider in Australia. The Institute is uniquely positioned to recognise multiple ways of being, doing and knowing in the world. The Institute recognises the Sovereignty of multiple Nations and privilege the positioning of First Nations peoples as knowledge holders in all educational transactions with Western knowledge systems. To play a key role in understanding of Council's vision to enlist First Nation's perspectives, philosophies and practices in all learning and teaching and operations of the Institute.

Primary Objective

This role will be responsible for developing and executing effective digital marketing campaigns and social media strategies that will assist with increasing the institute's online presence, drive engagement, generate leads and create and maintain brand awareness through online mediums. In turn, this position will play an important role in positioning the Batchelor Institute brand as the first preference tertiary provider for Aboriginal and Torres Strait Islander students.

This role will suit a person who has experience in search engine optimization, search engine marketing, social media marketing, a good understanding of content management and CRM systems with some experience and awareness of basic web development or web authoring, as well as optimizing and reporting on the performance of digital campaigns.

Working within a small multidisciplinary team, the Digital Marketing and Social Media Coordinator will have the opportunity to build on their skill set in a flexible working environment with autonomy, take part in intra-state and inter-state events or remote community visits, and make an active contribution towards the long-term goals of the Marketing and Strategic Engagement team and the Batchelor Institute through regular creation and management of digital marketing campaigns.

Key Duties and Responsibilities

1. Develop and implement a comprehensive digital marketing strategy for the Institute, including email marketing, social media marketing, search engine marketing and content marketing.
2. Create engaging and compelling social media content, including videos, graphics, and blog posts that resonate with the institute's audiences.
3. Manage the Institute's social media channels, including Facebook, Instagram, LinkedIn, YouTube, and ensure timely and regular posting using Hootsuite.
4. Monitor social media and digital marketing analytics and use the data to make informed decisions and adjust marketing strategies accordingly.
5. Collaborate with the marketing team and external consultants when necessary to develop and execute online advertising campaigns, including Google AdWords and social media advertising.
6. Develop and execute email marketing campaigns, including writing email copy, designing emails, and managing email lists with MailChimp.
7. Work closely with external web developers to ensure the Institute's website is optimized for search engines and user experience.
8. Stay up to date with the latest digital marketing trends, tools and best practices and incorporate them into the Institute's own digital marketing strategies.
9. Manage and maintain the Institute's online reputation, including responding to reviews and comments on social media, Google and/or other channels.
10. Collaborate with other departments and stakeholders within the institute to develop and implement digital marketing campaigns that support their goals and objectives.

Selection Criteria Essential

1. Demonstrated ability to work effectively in culturally diverse teams within the social, political, and cultural environments of Aboriginal and Torres Strait Islander families, communities and organisations.
2. Bachelor's degree in marketing, communications, or a related field
3. Proficiency in social media management platforms such as Hootsuite, email marketing software such as MailChimp, and content management systems such as WordPress or Drupal
4. Strong analytical skills and experience using analytics to track and measure campaign performance.
5. Ability to create and present clear and detailed reports on the performance of undertaken digital marketing activities and campaigns.
6. Excellent written and verbal communication skills
7. Ability to work independently and in a team environment, prioritize tasks, and manage multiple projects simultaneously.
8. Minimum 2 years' experience within a similar position
9. Basic web development and web authoring experience
10. Team player attitude which brings energy and enthusiasm into the team

Desirable

1. Demonstrated Experience in working in the education sector or related field.
2. Experience in operating a 4WD vehicle.
3. Basic photography skills to support content creation.
4. Agency experience is a plus, but not necessary.

Additional information

- Applicants must provide at least one Aboriginal or Torres Strait Islander referee.
- Copies of qualifications must be submitted.
- Applicants must have an Ochre Card and a current Police Check and/or the ability to obtain these prior to commencement.
- The COVID-19 Safety Management Plan and other COVID-19 related information Policy and Procedure require all Batchelor Institute workers to have had a third COVID-19 vaccination. Temporary or permanent exemptions apply in certain circumstances.
- Applicants must be able and willing to undertake travel throughout NT and Interstate (sometimes as a light aircraft passenger) and possess a C class Driver's License.
- Aboriginal and/or Torres Strait applicants are encouraged to apply.