

<b>Position Title</b> Digital Marketing Officer	<b>Functional Area</b> Marketing and Campaigns
<b>Position Description Id.</b>	<b>Business Area</b> Marketing and Communications

<b>Reporting relationships</b>	
Reports to:	<b>Manager, Marketing and Campaigns</b>
Direct reports:	<b>Nil</b>

<b>Context</b>
<p><b>Our Vision</b> Scitech's vision is to be a world leader in providing innovative and creative STEM programs that inspire, engage and develop citizens for Western Australia's social well-being, economic prosperity and sustainability.</p> <p><b>Our Mission</b> To increase awareness, interest, capability and participation by all Western Australians in science, technology, engineering and mathematics.</p> <p><b>Our context</b> As a not-for-profit organisation, we're reliant on the generosity of our government, education, corporate and community partners. Because of their long-term investment and support, we're able to do more, reach further, engage minds, inspire imaginations and enable STEM long into the future.</p>

<b>Primary purpose of the role</b>
<p>The Digital Marketing Officer is responsible for assisting the Manager, Marketing and Campaigns with executing Scitech's digital advertising including evaluation, optimisation and reporting.</p> <p>The role has a key focus on implementing planned digital advertising campaigns to achieve agreed outcomes across all areas of the business. A significant part of the role will be implementing, tracking and managing all paid media campaigns, including advertising through social media channels.</p>

<b>Summary of key accountabilities, challenges and relationships</b>
<p><b>Key accountabilities</b></p> <ul style="list-style-type: none"> <li>▪ Coordination of digital strategies for key campaigns that drive business goals and outcomes</li> <li>▪ Responsible for the design and implementation of EDM campaigns, tracking and reporting</li> <li>▪ Applied knowledge around search engine algorithms, and techniques for optimising marketing campaigns across a range of applications</li> <li>▪ Collaborate to manage the functionality, performance optimisation and maintenance of the websites, SEO and SEM strategy, in collaboration with Manager, Marketing and Campaigns, internal stakeholders and external digital agency</li> <li>▪ Remain proactive around emerging trends, SEO/PPC/Web Design best practices and testing tools</li> <li>▪ Intermediate understanding of HTML and WordPress CMS and share responsibility for updating Scitech's websites with the greater team</li> <li>▪ Manage relationship with external digital agency, including guidance for strategy development, approval of content and campaigns related to SEM and SEO activity</li> <li>▪ Review and adjust planned digital campaigns ahead of each advertising period based on target audience, media consumption changes and past performance</li> <li>▪ Ensure all digital campaign assets are developed and implemented to the highest of standards</li> <li>▪ Work collaboratively with other departments to ensure digital campaigns achieve company and marketing goals</li> <li>▪ Assist the Manager, Marketing and Campaigns to track, measure and report on effectiveness of all digital activity and campaigns</li> <li>▪ Assist with film and photo shoots and events outside of standard business hours</li> <li>▪ Undertake other duties as directed from time to time</li> </ul> <p><b>Key challenges</b></p> <ul style="list-style-type: none"> <li>▪ Working towards agreed time frames and deadlines that drive business goals and outcomes.</li> </ul> <p><b>Key relationships</b></p> <ul style="list-style-type: none"> <li>▪ Liaise closely with Functional Unit Members to execute all marketing activity</li> <li>▪ Work with staff across Scitech to implement, manage and monitor marketing campaigns</li> <li>▪ Manage key external relationships with digital agencies</li> </ul>

<b>Position Title</b> Digital Marketing Officer	<b>Functional Area</b> Marketing and Campaigns
<b>Position Description Id.</b>	<b>Business Area</b> Marketing and Communications

<b>Capabilities and behavioural indicators</b>	<b>Essential or Desirable</b>
<i>The following selection criteria are to be read in the context of the key accountabilities, challenges and relationships of this position.</i>	
<b>Role specific</b> <i>and undertakes other duties as directed</i> Minimum 3 years' experience in a similar role Demonstrated experience creating successful digital marketing campaigns Demonstrated strong analytical ability and confidence in translating data insights into effective action Demonstrated ability to design strategic marketing initiatives in a competitive landscape Demonstrated customer focussed administration experience Demonstrated attention to detail in all tasks particularly data entry, document formatting and communication Demonstrated understanding of and adherence to strict confidentiality requirements of the role	E E E E E E E
<b>Personal attributes</b> Continuously displays dedication to personal integrity, accountability, flexibility and collaboration	E
<b>Team and self</b> Demonstrated commitment to quality work, accuracy and attention to detail. Demonstrated ability to be self-motivated to prioritise work and meet deadlines.	E
<b>Communication</b> Demonstrated good written and verbal communication skills as well as excellent interpersonal skills, the ability to build positive working relationships with customers and staff at all levels on a range of issues	E
<b>Technology</b> Experience with MS Office Suite (Word, Excel and PowerPoint, Teams) and SharePoint Experience using Google Analytics, SEMrush, Hotjar, Google Search Console or other related applications that measure ranking and performance Minimum 1-year experience managing a WordPress CMS or similar Minimum 1-year experience using Facebook Business Manager Basic skill level and previous professional experience in Photoshop Intermediate coding experience (HTML, CSS)	E E E E D D
<b>Qualifications and licences</b> Tertiary Qualification in Marketing or similar Working with Children Check <i>or ability to obtain one</i>	E E

<b>Signatures</b>		
<b>Employee</b>		
Name	Signature	Date
<b>Line Manager</b>		
Name	Signature	Date