

<b>POSITION DESCRIPTION</b>	
<b>NAME:</b>	<b>JOB TITLE:</b> Digital Communications Assistant (0.2 FTE)
<b>PRIMARY JOB PURPOSE:</b>	
<p>The Digital Communications Assistant reports to the Media &amp; Communications Manager and is responsible for three main areas of work:</p> <ul style="list-style-type: none"> <li>i) Coordinate and produce content for NeuRA’s social media program, including NeuRA’s blog</li> <li>ii) Upload and edit content on the NeuRA website as requested through the support desk system</li> <li>iii) Produce directly or manage suppliers or in the creation of multimedia content (such as videos, photographs, infographics) to build brand awareness and support fundraising campaigns</li> </ul> <p>The Digital Communications Assistant should ideally have at least 2-3 years’ experience in digital communications or digital marketing, including experience with social media platforms, web publishing platforms and digital editing software. Marketing, public relations or digital experience within the not-for-profit sector is considered to be advantageous.</p> <p>This role has an active working relationship with the fundraising teams within the Foundation and works in parallel with the Senior Media &amp; Communications Officer. Fundraising programs and content production will be guided and supervised by the Media &amp; Communications Manager and other senior Foundation staff.</p> <p>It is a key requirement of the role to work in a supportive, positive and collaborative way with the Media and Communications Team, fundraising teams, NeuRA’s researchers and other staff at NeuRA to promote NeuRA’s fundraising program.</p>	
<b>REPORTS TO: (Performance reviewed by):</b>	<b>JOBS REPORTING TO THIS POSITION:</b>
Media & Communications Manager	N/A
<b>ACCOUNTABILITIES: Key areas of responsibility</b>	
<ul style="list-style-type: none"> <li>• Coordinate and implement the social media program, including the gathering of information through researchers to generate content for digital platforms (this includes scheduling content via Hootsuite)</li> <li>• Monitor the helpdesk system and update website content as per incoming requests, and respond to internal requests for assistance on social media and multimedia</li> <li>• Produce directly or manage suppliers or in the creation of multimedia content (such as videos, photographs, infographics) to build brand awareness and support fundraising campaigns under the direction of the Media &amp; Communications Manager</li> </ul>	

- Assist with paid digital advertising and work with a digital agency to optimise the Ad Words grant and keep search words up to date
- Analyse Google Analytics and social media metrics, and prepare reports as required
- Contribute and have input into drafting strategy and policy documents
- Ensure the photographic needs of the CEO, Board members and Foundation Director are met
- Other duties commensurate with the role as required from time to time

#### **CORE COMPETENCIES/REQUIREMENTS/EXPERIENCE:**

- i) 2-3 years' experience in a marketing or digital environment preferably within the not-for-profit sector
- ii) Experience with multimedia editing software or working with videographers
- iii) Experience uploading content to online platforms, such as CMS or Hootsuite
- iv) A good knowledge of social media and other digital forms of communication
- v) Ability to manage a project towards a deadline
- vi) Excellent attention to detail

#### **OUTCOMES/DELIVERABLES (Measurable Output):**

- Coordinate social media program and ensure posts are updated on a weekly basis in line with Digital Strategy
- Ensure website updates are implemented within agreed service level agreements
- Develop multimedia content as required, including videos, photographs and infographics

#### **KEY RELATIONSHIPS/INTERACTIONS – EXTERNAL AND INTERNAL:**

**Internally** - the Digital Communications Assistant will report directly to the Media & Communications Manager and will have an active involvement with the Senior Media & Communications Officer and fundraising teams, IT and NeuRA researchers

**Externally** – suppliers and contractors such as videographers and digital marketing agencies

#### **WHS RESPONSIBILITIES:**

Familiarisation and Compliance with NeuRA general Policies and all NeuRA Work Health and Safety Policies

Responsibilities of all workers:

- Be familiar with and ensure compliance with the WHS Act 2011 and Regulation 2011

- Co-operate with WHS policies and procedures to ensure your own health and safety and that of others within the workplace
- Attend all training sessions as required
- Do not interfere or misuse equipment provided for the health, safety and welfare of persons at work

Additional responsibilities for supervisors: (PCBU)

- Persons Conducting a Business or Undertaking (PCBU) i.e. managers and supervisors, have a duty of care for the health, safety and welfare of all persons in the workplace
- PCBUs must adopt a risk management approach to managing health and safety. This includes undertaking necessary risk assessments
- Attend all required training sessions.

**Signed by employee:**

Name: .....

Signature: .....

Date: .....