

Position Description

<i>Position Title:</i>	Digital Marketing and Communications Manager
<i>Reports To:</i>	The Company Director
<i>Direct Reports:</i>	N/A
<i>AWARD:</i>	Health Professionals and Service Support Award
<i>Classification</i>	Above Award
<i>Last Amended</i>	Jan 2023

Position Purpose

The Digital Marketing and Communications Manager role is a key role in fulfilling The Play Projects brand requirements on both a long term strategic level and a tactical ongoing implementation level. This role will execute the development and implementation of the Marketing strategy across the 2 main arms of our business - The Play Projects and The Play Way.

Working closely with the Senior Management team, this is a key position in The Play Projects operations. This position will manage all marketing activities across the organisation including; strategic direction and brand management, social media and digital marketing, website and e-commerce activities. A main focus of the role will be to maintain the brand integrity of The Play Projects and The Play Way, to effectively communicate the creation, enhancement and development of our products and services. Essentially we want someone that understands our brand well and communicates our values.

The role will ensure the organisation is promoted effectively across a range of social media and digital platforms. Focused on optimising The Play Projects products and activities for growth in revenue, traffic and client engagement. Also solely responsible for developing original content and suggesting creative ways to attract more clients while having a clear understanding of the customer journey and The Play Projects/Way brand. Your hands-on digital marketing experience as well as your knowledge and understanding of customer engagement platforms, customer databases and website analytics is key to your success in this fast-paced role.

Key Performance Area & Responsibilities

The following description of responsibilities is not exhaustive and may include others as directed from time to time:

Key Performance Area: Strategic Marketing

Key Tasks

- Deliver the annual marketing and communications strategy
- Effective creation of content and execution of marketing deliverables
- Ensure marketing initiatives are delivered in a professional manner
- Ensure digital marketing and communication initiatives positively support the brand and corporate identity
- Interacting with target markets via social media monitoring
- Identification of new ways to reach current and future target markets

Key Performance Area: Marketing and communications

Key Tasks

- Manage efficient and effective day-to-day communications with participants and stakeholders via social media platforms including content creation (both static and video) with a focus on awareness, engagement, and growth.
- Ability to maintain brand integrity to effectively communicate the creation, enhancement and development of our products and services.
- Manage the design, distribution, and analysis of all The Play Projects EDMs including monthly newsletter and one-off email campaigns.
- Manage the website including creating, monitoring, and updating content
- Manage the implementation of specific digital campaigns to reach key target audiences in relation to the campaigns business area

Key Performance Area: Social Media Management

Key Tasks

- Deliver the marketing and communications strategy with a focus on:
 - Raising the profile
 - Creating opportunity for dialogue with clients
 - Encourage clients to register into events or programs, and
 - Encourage clients to purchase The Play Way products and services
- Manage and monitor all social media platforms

Key Performance Area: Video Content

Key Tasks

- Create and deliver video content that inspires engagement with current and prospective clients.
- Identify ways to integrate The Play Project staff into The Play Projects content creation.
- Ensure video content speaks to The Play Project brand.

Key Performance Area: Website Development

Key Tasks

- Centrally manage and oversee the development of information architecture, aesthetics, and content on the The Play Projects and The Play Way websites ensuring it is always up to date and relevant.
- Ensure the interface is user friendly, visually engaging and where relevant provide users with a clear call to action.
- Support relevant staff with website maintenance and upkeep, providing training and support where needed.

Key Performance Area: E-commerce

Key Tasks

- Maintain, update, and publish all facets of eCommerce content including, but limited to, products, imagery, FAQs, promotions, banners, blogs and content pages across two websites, The Play Projects and The Play Way.
- Assist with the development and execution of the online SEM and SEO strategy to drive organic website traffic and growth.
- Monitor sites for operational issues and troubleshoot with The Play Way director and designers to fix them.
- Identify opportunities to improve sales via content and online customer experience, working with our Client Services team.
- Assisting in creating and documenting new processes and workflows to streamline processes in the eCommerce space.

Key Performance Area: Analytics, Monitoring and Reporting

Key Tasks

- Prepare end of month reports on marketing activities.
- Regularly produce data analytics and narrative to assess levels of engagement as well as The Play Projects performance in line with purchase targets
- Evaluate analytics and insights to inform the Marketing and Communications strategy and maximise strategy performance.
- Present customer feedback to ensure we're listening to our clients and continuously striving to improve.

Key Performance Area: Policies and procedures

Key Tasks

- To action established policies and procedures of The Play Way
- To ensure Systems Hub (Procedure and Policy Portal) is up to date with all relevant procedures as they evolve.
- Follow all WHS policies/procedures to ensure the safety of your team and clients.
- Follow mandatory reporting procedures.
- Report all incidents in a timely fashion and mitigate risk by implementing relevant risk management strategies.
- To communicate the policies and procedures to appropriate clients/staff while ensuring accuracy in their interpretation and application.

Key Performance Area: Human Resources

Key Tasks

- Management of contractors and staff where required
- Keep The Play Way Director, informed of any staffing matters of your own or others (including contractors) that may be of concern/interest.

Key Performance Area: Organisational Responsibilities

Key Tasks

- Participate in The Play Projects performance review process.
- Observe a workplace culture of continuous quality improvement. This includes evaluating and improving current practices and working toward solutions.
- Observe and practise Workplace Health and Safety policies, guidelines and procedures.
- Other tasks as determined by the Company Director from time to time.

The Play Projects Values and Core Competencies

The following Values, core competencies and behaviours expected of an employee or potential employee:

Integrity

- Value honesty and openness
 - Take responsibility for your actions good and bad
 - Respect yourself and others around you no matter where you are
 - Demonstrate reliability and being trustworthy
 - Show patience and flexibility even when unexpected obstacles show up.
 - Demonstrate personal energy, and enthusiasm for programs and projects.
 - Demonstrate a passion for excellence and celebrate achievements
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Kindness

- Focus on others' needs, not just your own, and work on finding solutions for everyone.
 - Offer a helping hand - get involved and be a part of the team. Where you see someone stressed, help them out. Where you can see someone is down, share lunch or a walk with them.
 - Be there to listen and support the team, clients, and families
 - Be an 'agent for change'
 - Where you can, make time for personal connection. Talk in person with people and ditch the screens every now and again.
 - Schedule kindness. Get into a routine of doing altruistic things for the people around you.
 - Pay a compliment
 - Smile
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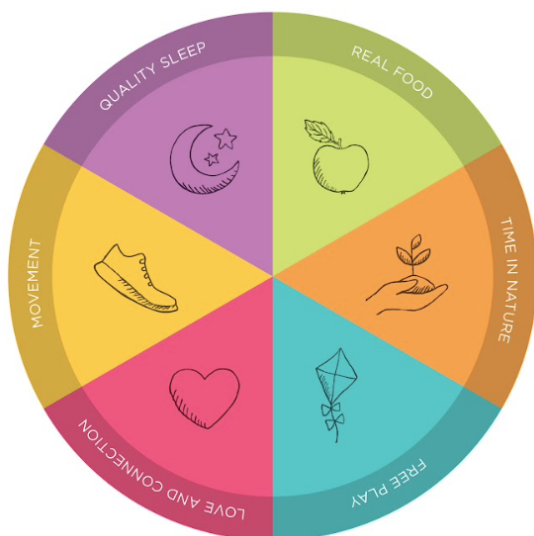
Generosity

- Seek enjoyment by directing some of your resources towards others' pursuits.
 - Find ways to help others to succeed
 - Rather than striving for perfection, strive to influence others (colleagues, clients, community, families) in a positive way
 - Share your optimism with others
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The Play Projects 6 Foundations of Child Development

The following graph demonstrates the 6 Foundations that the Play Projects bases all of its programs to ensure innovative, outcome focussed services for children and their families.

The Play Project is a child safe service that promotes the safety, wellbeing and inclusion of all children.



Position Specific Requirements & Qualifications – Key Selection Criteria

Essential:

- Tertiary Marketing qualifications with +5 years full-time marketing experience
- Proven history of social media management and planning including content creation, copywriting, community management and reporting across multiple channels.
- An understanding of planning strategic framework for social media campaigns.
- An ability to manage social media data analytics using various tools.
- Experience in managing and implementing digital and social ad buy
- A strong understanding of SEO and SEM.
- Technology leadership capabilities with an awareness of the latest CRM, website, eComm, digital and social media trends and tools.
- Strong communication skills.
- An ability to manage and lead a team across multiple projects with changing priorities.
- Strong commercial skills and self-motivation to drive results in a fast-growing business.
- Demonstrate effective skills in organisation, time management, planning and priority setting.
- Exceptional attention to detail.
- Current Victorian Working with Childrens Check
- Current NDIS Screening Check
- Current valid Driver's Licence
- COVID Vaccination required

The Play project is a child safe service. We promote the safety, wellbeing and inclusion of all children. We also encourage applications from Aboriginal peoples, people from culturally and/or linguistically diverse backgrounds and people with a disability.

ACCEPTANCE OF POSITION DESCRIPTION

This position description will be reviewed annually, when the position becomes vacant or as deemed necessary.

EMPLOYEE:

DATE: