

POSITION DESCRIPTION – Digital Communications Manager



POSITION	Digital Communications Manager
ALLOCATION	10 hours per week
WORKDAYS	Tuesday, Wednesday, Thursday, with some flexibility
REPORTS TO	Chief Executive Officer
DIRECT REPORTS	None
PRIMARY JOB PURPOSE	The Digital Communications Manager is responsible for managing the Spinal Research Institute's (SRI) digital and online marketing and communication channels and providing support for the SRI's traditional marketing and communication channels.
KEY RESPONSIBILITIES	<p>The Digital Communications Manager will:</p> <ul style="list-style-type: none"> • Manage the strategic development of the SRI's website • Maintain and annually update the SRI's social media strategy, with the objectives of achieving audience growth and brand awareness • Develop and execute the social media content plan • Manage and monitor the SRI's social media channels, including Twitter, Facebook, LinkedIn and YouTube, and respond to audience engagement • Create digital content for use on the website and social media channels, including written, graphic and video content • Provide reporting and insights on website and social media analytics • Provide input to the wider SRI communication and marketing strategy, aligned with the overall organisational strategy • Work with the SRI Communications & Marketing Manager to support external activities including the interface with funding bodies, community engagement and public communication, media, donors and the research community • Assist with the production of external publications and marketing materials, both digital and print • Promote the SRI's strategic programs and provide input to user engagement and awareness communication • Support profile raising, fundraising and events • Engage the SRI's Ambassadors in appropriate opportunities • Contribute content to management and Board reports
KEY RELATIONSHIPS	<p>Internal:</p> <ul style="list-style-type: none"> • SRI Chief Executive Officer • SRI Communications & Marketing Manager • SRI staff, contractors, volunteers and Board members <p>External:</p> <ul style="list-style-type: none"> • Website developers and other third-party service providers • SRI Ambassadors
QUALIFICATIONS	The Digital Communications Manager will have a minimum of three (3) years' experience in a similar role that enables them to provide the strategic knowledge and practical skills necessary to effectively and efficiently undertake the SRI's digital communication and marketing activities.

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<p>ESSENTIAL KNOWLEDGE, SKILLS & ATTRIBUTES</p>	<p>The essential knowledge, skills and attributes of the Digital Communications Manager include proven:</p> <ul style="list-style-type: none"> • Excellent communication and content writing skills • High level of competency administering social media platforms, including Twitter, Facebook, LinkedIn and YouTube • High level of competency using Wordpress or other website content management system (CMS) • Competency using Google Analytics and analysing social media metrics • Excellent time management, with experience managing multiple projects at one time • Ability to interact confidently with both colleagues and external stakeholders • Ability to interact confidently with third party service providers • Interest in contributing to the not-for-profit sector • Self-motivation and initiative
<p>DESIRABLE KNOWLEDGE, SKILLS & ATTRIBUTES</p>	<p>The desirable knowledge, skills and attributes of the Digital Communications Manager include proven:</p> <ul style="list-style-type: none"> • Experience using digital publishing platforms, such as FlipSnack • Experience using video editing software and captioning software, such as Kapwing • Experience using GSuite/Google Workspace, Canva, MailChimp and SurveyMonkey • Experience working in the not-for-profit, spinal cord injury, disability or medical research sector
<p>OTHER JOB-RELATED INFORMATION</p>	<p>The SRI is based at the Royal Talbot Rehabilitation Hospital, part of Austin Health. SRI employees are honorary employees of Austin Health and before commencing work must undergo:</p> <ul style="list-style-type: none"> • Police check • Screening for immunity to certain vaccine preventable diseases