

New opportunity: Digital Marketing Associate

EFT: Full time or 0.8, 12 month contract with opportunity for extension

Portfolio: Marketing and Communications

Reports to: Policy and Communications Manager

About Infoxchange

Infoxchange is a not-for-profit social enterprise that has delivered technology for social justice for over 25 years. With over 100 staff across Australia and New Zealand we tackle the biggest social challenges through the smart and creative use of technology.

We work with community, government and corporate partners to solve family violence, homelessness, mental health and issues facing people with disabilities, the elderly, Aboriginal, Maori and Pasifika communities.

Our products and services are used by nearly 5000 organisations across the community sector and our community programs focus on digital inclusion.

We use technology to improve the lives of vulnerable people, driving social inclusion and creating stronger communities, because we believe no-one should be left behind in today's digital world.

Our favourite projects from this year

- Working with Google, REA Group and News Corp Australia to connect people who are homeless with essential services through the award-winning mobile website, [Ask Izzy](#).
- Supporting Queensland Police to respond to family violence and other issues faced by vulnerable people with an award-winning [referral service](#).
- Helping organisations get prepared for the National Disability Insurance Scheme through our [Improve IT](#) program (delivered with the National Disability Services).

Job description

We are looking for a creative and passionate Digital Associate to lead content strategy across our digital channels. You are someone who lives and breathes digital media and who loves knowing the latest trends. You know how to connect with your audience and you are not afraid to challenge the status quo.

In this role you will create and curate a wide range of branded content, using multiple platforms and formats to engage and retain Infoxchange customers. You will also get involved in conversations and drive thought leadership on key issues, including family violence, disability, digital inclusion, mental health and Indigenous issues. Occasionally, you may be responsible for leading media announcements.

We're looking for someone with a sense of humour, who can thrive in a fast-paced environment and who has a passion for social justice. If you love tech, even better. Your role will support the overall marketing and communications strategy and help us deliver Infoxchange's vision.



Key working relationships

Internal

- Policy and Communications Manager (line manager)
- Digital Inclusion Communications Manager
- Business Development and Partnerships Manager (senior manager)
- Marketing and Communications Officer
- Senior management team

External

- Media
- Community, government and corporate partners
- Creative agencies

Key duties and responsibilities

- Lead the digital content strategy and plan content for publication on various channels.
- Build strong relationships with key internal and external stakeholders around content marketing and identify opportunities for content reach.
- Develop, deliver and evaluate integrated digital marketing campaigns that including SEM.
- Revise monthly reporting metrics to reflect engagement and return on investment.
- Work with Marketing and Communications Officer to develop engaging marketing content, including the monthly newsletter.
- Collaborate with internal and external stakeholders to update website content in a timely manner.
- Use keyword research to ensure all content is optimised for search engines.
- Proactively source story ideas from portfolios and external environment.
- Lead media announcements and respond to media enquiries in a timely manner.

Key selection criteria

- At least two years' experience in a digital marketing role and tertiary qualifications in communications, marketing or journalism.
- Demonstrated experience developing, delivering and measuring digital marketing campaigns.
- Ability to prioritise tasks in a deadline-driven environment.
- Demonstrated ability to think on your feet, adapt quickly and hit the ground running.
- Strong writing and editing skills.
- Passion for causes and/or experience working in the not-for-profit sector.

Desirable

- Experience working with media, including placing stories and developing relationships with key journalists.
- Experience with Adobe Creative suite.

Please accompany your application with three short writing samples. Applications that don't respond to the selection criteria will not be considered.

