

## Description

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<b>Job Title:</b>	<b>Lead Digital Marketing Strategist</b>
<b>Ref No:</b>	OP48
<b>Portfolio &amp; Program:</b>	Customer Innovation and Brand
<b>Reporting Relationship:</b>	Senior Manager Media, Advocacy and Brand
<b>Classification:</b>	Salaried
<b>Date:</b>	October 2019

*Our vision is justice, respect and fullness of life for all. Our Purpose is; Together we change lives.*

## My purpose is to...

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*Develop, source and manage the delivery of high quality and engaging digital and social media content and customer engagement solutions. Use social and digital platforms to build and maintain a consistent brand story.*

## I will make a difference when I...

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### Digital & Social Media Services

- Develop and maintain annual social media strategy.
- Develop digital media content and campaigns aligned with organisational strategic goals.
- Collaborate on the creation of digital content in partnership with the Media and Communications team, portfolio managers and marketing business partners.
- Consistently build upon brand awareness through digital/social media.
- Monitor and report upon ROI and conduct regular reviews on the effectiveness of social media channels, providing recommendations on improvements or developments.
- Effectively maintain and develop the AnglicareSA website, ensuring high levels of accessibility and engagement.
- Work with the Customer Innovation and Brand team to plan and create engaging and up-to-date content for the AnglicareSA website and other social media platforms.

### Strategy & Projects

- Develop and manage end-to-end digital based projects.
- Oversee and coordinate audit & review of current website and manage upgrade process ensuring increased accessibility.
- Design and roll out digital marketing strategies across various platforms aligned to organisational goals.
- Conduct research on products, services and strategies to identify new opportunities and be proactive in the identification of innovation, ideas and upgrades to meet objectives of increased awareness and improved customer experience.
- Establish organisation-wide 'best practice' in digital marketing.
- Conduct regular reviews on the effectiveness of strategies in place.
- Support the development of digital literacy across the Customer Innovation and Brand team and the wider organisation.

### Customer Service Management

- Build and maintain strong relationships and communication channels with the marketing team and portfolio managers to ensure brand consistency.
- Seek feedback and liaise closely with customer facing teams to optimise customer experience.
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews.
- Role model a customer focused approach across all areas of the business.
- Ensure that customer outcomes are central to all decisions and actions.
- Support and be an active participant in an inclusive, friendly, positive and engaging culture.

### Work Health and Safety (WH&S)

- Contribute to the positive growth of the organisation's safety culture through active participation in safety initiatives, such as proactive identification and reporting of incidents, hazards and near miss events.
- Assist in the evaluation of hazards and immediately report any accidents or near misses.