

	Position Title: Digital Advisor	Team: Strategic Engagement		Region: Central Office: Richmond
	Supervisor: Digital Manager	Delegations and Authorities: In Line with Delegations Policy	Band: A	Date Completed: January 2020

OUR VISION AND PURPOSE	ROLE CONTEXT
<p>We believe children, young people and families should be safe, thriving and hopeful.</p> <p>Our Vision for 2022: Together we will courageously change lives and reimagine service systems.</p> <p>For over 140 years, Berry Street has adapted to a changing world, and we will continue to adapt to achieve our purpose.</p> <p>Berry Street will continue to be a strong and independent voice for the children, young people and families with whom we work. In collaboration with others, we will advocate for investment in early intervention and prevention services that enable families to be safe and stay together. We will use approaches that are culturally safe and informed by the best evidence available. We will measure and learn from the impact of our work, and we will continually contemporise our models of practice.</p> <p>We look forward to working with children, young people, families, carers, staff and partners to achieve this vision. Together.</p>	<p>The Digital Advisor is responsible for maintaining and optimising Berry Street websites to meet marketing and organisational goals. This position will also play a supporting role in delivering key redevelopment and campaign projects.</p> <p>Reporting to the Digital Manager, this role is responsible for content management, website maintenance and coordination, digital project coordination, analytics and reporting, and internal stakeholder management. This role sits within the integrated marketing team.</p> <p>The Digital Advisor will effectively coordinate stakeholders to help deliver best practice outcomes on key digital projects.</p>
OUR VALUES	PRIMARY OBJECTIVES OF THE ROLE
<p>We expect all staff to apply these Values in all aspects of their work.</p> <p>Courage: to never give up, maintain hope and advocate for a 'fair go'</p> <p>Integrity: to be true to our word</p> <p>Respect: to acknowledge each person's culture, traditions, identity, rights, needs and aspirations</p> <p>Accountability: to constantly look at how we can improve, using knowledge and experience of what works, and ensure that all our resources and assets are used in the best possible way</p> <p>Working Together: to work with our clients, each other and our colleagues to share knowledge, ideas, resources and skills</p>	<p>The primary objectives of the role are to:</p> <ul style="list-style-type: none"> • Use Drupal CMS to ensure Berry Street websites are maintained, optimised and developed to meet organisational goals • Manage business as usual website content activities ensuring published content is fit for purpose, meets WCAG 2.1 accessibility and SEO standards and provides the best possible user experience • Proactively write, edit, audit and update digital content to ensure Berry Street's websites are up to date and quality assured • Liaise with internal stakeholders to gather requirements for website content, campaigns and digital initiatives, advising on best practice and user experience • Support the Digital Manager to execute and monitor the delivery of key digital projects • Use Google Analytics to analyse and report on website performance to facilitate ongoing improvements and highlight opportunities and risks.
OUR VALUES	REPORTING RELATIONSHIPS
	<p>This role is based at our Richmond office.</p> <p>This role reports to the Digital Manager who will provide supervision and review.</p>

EXPECTATIONS

- Conduct oneself in accordance with the Berry Street Code of Conduct which is underpinned by the values of accountability, courage, integrity, respect and working together within the principles of continuous improvement and occupational health and safety.
- Berry Street is committed to the principles of social justice. We aim to ensure every individual is treated with dignity and respect regardless of their cultural background, ability, ethnicity, gender identity, sexual orientation, spirituality or religion.
- Berry Street is committed to being a child safe, child friendly and child empowering organisation. In everything we do we seek to protect children. We are committed to the cultural safety of Aboriginal and Torres Strait Islander children; children from culturally and/or linguistically diverse backgrounds; children with a disability; children who identify with a sexual and or gender minority identity.

KEY SELECTION CRITERIA: KNOWLEDGE, SKILLS AND ABILITIES REQUIRED TO FULFIL THE ROLE

- Extensive experience in digital content design, including knowledge of SEO, accessibility, UX and writing for the web best practice and implementation
- Strong analytical skills and experience using Google Analytics to assess and report on opportunities for improvement
- Ability to problem solve in order to help drive technical solutions to meet business solutions
- Knowledge and experience applying project management methodology to successfully coordinate digital projects
- Strong technical skills including hands-on experience using CMSs to manage websites
- Ability to work effectively with a range of stakeholders, setting clear expectations on deliverables and timelines
- Ability to understand digital strategy in the broader context of integrated campaigns and organisational strategy
- Exceptional organisation and attention to detail
- Team player, collaborative, with a 'can do' solutions-oriented attitude

QUALIFICATIONS AND OTHER REQUIREMENTS

- Experience within a similar role
- Experience with Google Analytics
- Staff must hold a valid WWCC, and undergo a Criminal Records Check prior to employment. Subsequently, staff must report any criminal charges or court appearances.

DESIRABLE

- A tertiary qualification in Digital Media/Marketing, Project Management, Business or related area
- Experience with Drupal
- Experience in a fast-paced not-for-profit or cause-based environment

KEY ACCOUNTABILITIES AND RESPONSIBILITIES

ACCOUNTABILITY	SPECIFIC RESPONSIBILITIES
Digital platforms maintenance/management	<ul style="list-style-type: none">• Using CMS, update and maintain content across multiple websites• Create and maintain content update register to ensure website is continually up-to-date and leveraging best available content/information• Look for opportunities to continually improve SEO of Berry Street platforms
Project coordination/management	<ul style="list-style-type: none">• Coordinate digital projects, working closely with the Digital Manager, internal/external stakeholders and agencies to ensure projects stay to task and on time across multiple areas of activity• Contribute to the planning for new digital projects including mapping out roles/responsibilities, tasks and timelines
Agency/supplier management	<ul style="list-style-type: none">• Liaise closely with external digital agencies to ensure platforms are developed and maintained according to plan• Ensure agencies are fulfilling their brief, raising any risks as required• Stay on top of best practice and industry trends to ensure agency is providing best possible service and advice
Stakeholder management	<ul style="list-style-type: none">• Work closely with multiple stakeholders to ensure project tasks are completed on time and to specification• Proactively request refreshed content from stakeholders as required to ensure digital platforms stay up to date
Analysis & reporting	<ul style="list-style-type: none">• Regularly report on key website performance metrics, comparing over time to understand where risks/opportunities lie• Set up required reporting in Google Analytics as required• Report on progress and implementation of digital projects, with a view to mitigating risks as you go

INHERENT REQUIREMENTS OF WORK ACTIVITIES / ENVIRONMENT

Following is a table that outlines the main physical and psychological requirements of the position.

Element	Key Activity	Frequency
Work Environment	Manage demanding and changing workloads and competing priorities.	Daily
	Work in a team environment.	Daily
	Work in different geographic locations.	Regular
	Be exposed to all outdoor weather conditions.	Regular
	Work in unstructured environments (e.g. outreach).	Regular
	Work office hours with the possibility of extended hours.	Regular
	Work on-call after hours.	Regular
	Work in an open plan office.	Daily
	Work in buildings which may be two-storey.	Regular
	Sit at a computer or in meetings for extended periods.	Daily
	Work in an environment with competing demands.	Daily
People Contact	Liaise with government, non-government and community organisations.	Daily
	Work with clients who may have a physical or sensory disability.	Regular
	Interact with members of the public who may display the full range of emotional expressions, including parents, partners, significant others, family members, advocates, doctors, police.	Regular
	Interact with clients and members of the public who could display verbal or physically challenging behaviour.	Regular
	Facilitate access to specialist, generic and community services.	Daily
	Undertake training and professional development activities.	Regular
Administrative Tasks	Undertake administrative tasks which may include the following: computer work, filing, writing reports, case notes/plans and client records, participating in meetings, concentrating for long periods of time, managing resources and budget and researching and analysing information and data.	Daily
	Use technology including photocopier, telephones including mobiles, fax, overhead projectors, televisions, videos, and electronic whiteboards.	Daily
Transport	Drive vehicles possibly over long distances and in all traffic and weather conditions.	Regular
	Drive vehicles with possible distractions from client behaviour, verbal or physical.	Occasional