

DIGITAL MARKETING MANAGER

About Out for Australia

Our Organisation

Out for Australia (OFA) is an organisation that empowers LGBTQIA+ people to thrive at work in the formative stages of their careers. Since we were established in 2013, we have been known for running Australia's largest career LGBTQIA+ mentoring program, having supported over 3000 people through the program. We run regular events around the country, including our annual 30 Under 30 Awards, we share and amplify our community's stories, and we connect our community together.

Our People

The OFA team are mostly volunteers, working tirelessly to empower LGBTQIA+ people in the formative stages of their careers across Australia. We are a diverse mix of tertiary students, people in the early stages of their careers, and those more established. We come from a broad range of career, industry and educational backgrounds. Anyone who is willing to work hard and make a contribution to OFA is welcome on our team, including allies. We provide a unique opportunity for people to take up leadership positions to support our LGBTQIA+ community.

Position Description

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|-----------------------|---|------------------------|-----|
| Team: | You will be part of two teams: <ul style="list-style-type: none">• Marketing• State Team, based on your home state/territory | | |
| Reporting to: | You will have two leaders: <ul style="list-style-type: none">• Polly Parker (primary leader)• [Heather Preston] (secondary leader) | Direct reports: | TBC |
| Time required: | 6 – 8 hours per week | | |

Purpose

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This role is instrumental in maintaining a dynamic online presence, ensuring the website remains updated, and facilitating effective communication through social channels. The Digital Marketing Manager will work closely with key stakeholders to support content development, manage social media activities, and contribute to the success of digital advertising initiatives.

Responsibilities

You will be responsible for:

- **Digital Marketing Strategy and Execution (30%)**
 - Creating comprehensive digital marketing strategies and campaigns that are aligned with OFA's Marketing Strategy goals and objectives.
 - Supporting the Digital Marketing requirements of multiple stakeholders, including assisting with the promotion of state events, Business Development Team opportunities, and broader OFA opportunities.
 - Planning and executing social media marketing campaigns across platforms like Facebook, Instagram, LinkedIn, and TikTok. Creating engaging content, monitoring social media trends, managing communities, and analysing social media metrics to improve performance.
- **Managing Online Presence (30%)**
 - Optimising website content, structure, and performance to improve organic search.
 - Ensuring the website is regularly updated with relevant and current information.
 - Spearhead the development of new website content to align with the organisation's goals and messaging.
 - Collaborate with key stakeholders to ensure content accuracy and relevance.
 - Implement necessary updates to maintain a user-friendly and engaging online platform.
 - Conducting keyword research, implementing on-page and off-page SEO strategies, and staying updated with search engine algorithms.
 - Community Management: Engage with the online community, responding to comments, messages, and fostering positive interactions.
- **Email Marketing (15%)**
 - Planning and executing email marketing campaigns to attract and nurture mentors and mentees. Creating segmented email lists, designing visually appealing emails, A/B testing campaigns, and analysing email performance metrics (open rates, click-through rates, etc.).
- **Analytics and Reporting (15%):**

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- Using analytics tools like Google Analytics, social media insights, and marketing automation platforms to track campaign performance, user behaviour, and ROI. Generating reports, analysing data, and providing insights to optimise marketing strategies and budget allocation.
- **General volunteer expectations (10%)**
 - Undertake an OFA volunteer induction and role onboarding.
 - Understand and implement OFA's strategy, vision and mission.
 - Uphold our volunteer code of conduct.
 - Assist with initiatives as required.

Key skills and experience

We Require

- Passion for supporting LGBTQIA+ young people to be their authentic selves at work.
- A positive, 'can-do' attitude with a willingness to learn and upskill.
- Sound interpersonal communication skills.
- The ability to adapt to different peoples working styles for harmonious collaboration.
- Effective time management, highly reliable and sufficient time to volunteer with OFA.

We Desire

- Proficient in G-Suite Tools (Google Docs, Google Sheets, Google Calendar).
- Exceptional organisational skills and a passion for effective processes.
- Excellent written communication skills with a keen eye for detail.
- Someone who is an active listener, with the ability to adapt and consider new ideas and ways of working.
- Strong copywriter skills across multiple channels
- Experience working Canva to design Marketing Assets (invitations, socials posts)
- Experience working with multiple stakeholder teams to deliver curated content marketing campaigns

What you will get out of your role

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- Give back to your community and support LGBTQIA+ people in the formative stages of their careers to be their authentic selves in the workplace.
- Ongoing learning and development opportunities, and both formal and informal mentoring, for all volunteers.
- The opportunity to meet a wide variety of people within the community and to forge genuine connections.
- Gain experience in applying your Digital Marketing skills while managing multiple stakeholders and broad strategic priorities.
- Gain experience leading a key strategic priority for a national not-for-profit organisation.
- Develop and practise your leadership skills in a supportive and empowering environment.

How to apply

To apply, you should email cmo@outforaustralia.org, copying recruitment@outforaustralia.org and attaching the following:

- Cover letter of no more than one page or an audio/video recording of no more than five minutes
- Current resume/CV.
- Any other relevant supporting information that will assist in your application.

Please use the Email Subject: Application - [Digital Marketing Manager] (Your Name)

If you have any accessibility or other needs, we invite you to get in touch so that we can discuss the best way for you to submit an application. Please also let us know your preferred method of communication – we will default to email unless we hear otherwise.

If you have any questions about the role, please contact cmo@outforaustralia.org.

[Applications accepted on a rolling basis until filled.]