



**DIGITAL MEDIA EXPERT
(DIGITAL COMMUNICATIONS OFFICER)**

JOB & PERSON SPECIFICATION

FEBRUARY 2010



Vision

To beat cancer in South Australia

Statement of purpose

Through advocacy, research, education and support, we will minimise the impact of all cancers for all South Australians.

Position description and person specification

Position title:	Digital Communications Officer
Position number:	A094
Unit:	Business Development
Department:	Corporate Communications
Location:	202 Greenhill Road, Eastwood
Manager:	Manager, Brand and Corporate Communications
Employment:	Full time

About Cancer Council SA

- has worked resolutely since 1928 to defeat cancer in this State;
- is the State's leading independent, cancer-related non-government organisation, dedicated to reducing the impact of cancer for all South Australians;
- invests in four main strategic objectives Research, Cancer Prevention, Cancer Support, and Building Capacity (organisational);
- is uniquely positioned as a resource for action and a voice for change in the fight against cancer;
- is committed to The National Principles of Volunteer Involvement and Management;
- maintains a non-smoking workplace and provides assistance with quitting;
- requires employees and volunteers to promote cancer-preventing healthy lifestyle practices and behaviours, as outlined in organisational policies.



Unit role and objectives

The Business Development Unit (BDU) is responsible and accountable for Building Capacity by developing and implementing strategies and plans in three functional areas of work as follows, integrated marketing (business and social), fundraising and corporate communications.

A dynamic unit, the BDU is keen to attract and retain the best talent to ensure substantial growth in revenue through maximising community engagement opportunities. We're a passionate group of professionals committed to the defeat of cancer.

Position overview

This role is responsible for leading the strategy and effectiveness of Cancer Council South Australia (CCSA) website, located at www.cancersa.org.au as well as all social digital media construction and delivery. This role is also responsible for all development and maintenance of the site.

Reporting relationships

This position reports to: Manager, Brand and Corporate Communications

Number of staff reporting to position: Nil

Key accountabilities (outcome based)

Develop a strategy and plan for CCSA's Internet presence ensuring :-

- The overall focus and content is based on priorities, policy directions, and management strategies of CCSA;
- An awareness of the website and its potential is promoted within CCSA to ensure all potential information and services are communicated and maximised effectively;
- Effective digital communications and messages to achieve budget are maximised, in collaboration with the fundraising team;
- Development, implementation and maintenance of all relevant social media and marketing.

Ensure continuous development of the website and digital communications through :-

- Ensuring the CCSA site is well referenced and promoted through :-
 - maximising search engine optimisation within financial limitations;
 - sourcing, identifying and maintaining links to other relevant sources;
- Undertaking regular reviews of all digital communications to ensure effective structure and content of the website and that all communications project the desired image of CCSA and meet corporate guidelines and expectations;
- Researching and preparing recommendations to the Manager, Brand and Corporate Communications and General Manager, Marketing regarding web development in order to grow business and create opportunities from new and emerging technologies;
- Working collaboratively with the IT team and external providers to resolve technical problems ensuring issues are addressed immediately and down time limited as much as possible.



Manage all content to ensure clarity of the brand and within corporate guidelines by :-

- Establishing a cross organisational Web Editors network group and provide guidance and training where necessary;
- In conjunction with the communications team, developing lay-out and proofing new sections and features ensuring they are consistent with corporate guidelines and other web content;
- Regularly evaluating content based on feedback from users and monthly statistics and implement changes where necessary;
- Responsible for all content management and the direction and management of contractors.

Contribute to the effectiveness and financial management of the Communications team by :-

- Collating quarterly reports and trends on Internet usage and KPI's;
- Developing a quarterly board report;
- Maintaining expenditure and achieving goals within the parameters of set budgets;

Protect your own health and safety and that of others by :-

- Following reasonable instructions and training and complying with organisational policy and safety systems;
- Identifying and reporting workplace hazards and incidents to their supervisor.

Special conditions

- May be required to work outside of regular business hours on occasion to achieve the objectives of the role.

Person specification (knowledge, skills and experience)

- Experience in developing and managing a website and desktop publishing;
- Tertiary qualifications or equivalent working knowledge in a related field (e.g. information technology, web development);
- A working knowledge of web development software, HTML, and JavaScript is essential and a knowledge of SQL is preferred. Experience with creating and editing HTML documents;
- An outstanding level of written and verbal communication, especially in web-related copy;
- Ability to brief, direct and manage contractors to achieve outcomes;
- An ability to adapt and work collaboratively with others to achieve outcomes in a high pressure environment;
- Strong editing skills and high attention to detail;
- Demonstrated understanding of graphic design principles;
- Ability to triage and prioritise competing demands and meet strict deadlines;
- Ability to research, analyse, plan and implement specific projects in collaboration with others;
- An understanding of working within budgets and cost control principles.



HOW TO APPLY

Applications in Word format only should be forwarded to David Dunnicliff by e-mail to 12499@hender.com.au

Telephone enquiries are welcome and may be directed to David on (08) 8100 8814 or Julie Fleet on (08) 8100 8806.

Please Note

Your application will be automatically acknowledged by a return e-mail.