JOB ADVERTISEMENT - DIGITAL ADVISOR

Employment Type: Full time
Maximum term contract role to 31 December 2021
Location: Melbourne CBD

- Ambitious not for profit organisation, helping break the cycle of educational disadvantage
- Flexible work practices, including the option to work from home
- Allowance and time off work for professional development

About the Position
We’re seeking a social media gun to lead the management of our social media channels. This work is critical to cultivating audience engagement, in order to broaden our reach and help us achieve our mission of reducing educational inequity. In addition, you will manage our website and present our work, people and impact in a compelling and insightful manner, such that more people want to commit to our programs and improve the educational outcomes for Australian children.

About Us
Teach For Australia believes in educational equity – an Australia where your postcode does not determine your future potential. The Marketing & Communications team promotes and protects Teach For Australia’s brand and improves awareness and understanding of Teach For Australia (TFA) and the issue of educational disadvantage among key stakeholders, leading to action that supports the achievement of organisation goals and progress towards our vision.

About You
- Passionate about creating engaging content
- Motivated by digital lead generation and engagement
- Have a detailed understanding of social media platforms
- Have strong website content management skills
- Have a passion for data analytics to inform decision making
- Are adaptable to working in changing, fast-paced environments
- Aligned with our Core Values

How to Apply
For an opportunity to take your place in this life-changing organisation:

2. Email your CV to jobs@teachforaustralia.org, with the subject line ‘Application: Digital Advisor” (ensure your CV is clearly labelled with your full name.)

Enquiries can be directed to jobs@teachforaustralia.org.

Teach For Australia values diversity, and encourages applicants of all backgrounds to apply. Please note that you must have the appropriate right to work in Australia in order to be eligible for this role. For more information about Teach For Australia and its impact on educational disadvantage, please visit https://www.teachforaustralia.org/.
JOB DESCRIPTION

Role Title: Digital Advisor

Function: Marketing and Communications

Financial Accountability: $NIL

Reports To: Director, Strategic Engagement and Communication

People Management:
- 0 first level (direct)
- 0 second level (indirect)

Role Purpose

Support the development and leading the implementation of Teach For Australia’s national digital strategy, including managing the social media channels to engage and cultivate audience engagement and increase our reach to enhance educational equity for all children in Australia.

Qualifications and Experience

Essential

- A bachelor degree in a relevant discipline (e.g. Arts, Marketing, Communication)
- 2-4 years’ experience in a similar position
- Online Community management experience – including Twitter and Facebook
- SEM (Search Engine Marketing) - including Google AdWords/Display Network

Desirable

- Experience in the Education and/or Not for Profit sector

Skills, Attributes and Knowledge

Essential

- Detailed understanding of social media platforms, including (but not limited to) Facebook, Twitter, Instagram, LinkedIn and YouTube
- Strong website management skills, including detailed knowledge of Wordpress.org CMS and Google Analytics
- Copywriting and content development skills, with a particular focus on writing for web
- Good knowledge of digital marketing trends, portals and channels
- Strong analytical skills, and ability to generate insights from campaign data
- Excellent written and verbal communication skills

Desirable

- Experience working with MailChimp and designing eDM campaigns
- Basic knowledge of (or desire to learn) HTML and CSS
Primary Accountabilities

Social Media

- Engage and grow Teach For Australia’s social media presence, building awareness of our impact while exploring other opportunities to meaningfully engage in the broader conversation of education in Australia
- Manage and optimise social media strategy across all Teach For Australia’s social media channels including Facebook, Twitter, LinkedIn, Instagram and YouTube
- Implement organic social posts – including photo selection, copy-writing, scheduling and monitoring replies
- Manage external agency contracts around social media advertising and SEO to optimise search, and yield the optimal traffic
- Facilitation of special events such as Facebook live, Instagram takeovers, and being the point person at events (as required)
- With support, facilitate the development of a relevant influencer engagement strategy, in collaboration with relevant internal stakeholders
- Ensure that platforms remain on brand and considerate of known sensitivities at all times
- Set meaningful and measureable social media targets and regularly report on above activities with suggestions for optimisations
- Keeping up to date with news on organic search, paid search and social media tools

Website Content Management

- Maintain and develop the Teach For Australia website, including liaising with internal stakeholders to ensure that the website remains up-to-date and accurate
- Proactively suggest new stories, approaches and opportunities to engage our web audience.
- professional development (training) to bloggers
- Regularly monitor web traffic against KPIs, working with relevant team members to grow web traffic through creation of new content and/or enhancement of existing
- Utilising techniques such as title and meta tagging, indexing, link building, keyword ranking and overall site architecture and content optimisation
- Monitoring and analysing site performance and reviewing tracking metrics to provide solutions to
- increase search engine ranking
- Researching and evaluating new traffic trends and identifying new optimisation opportunities

Content Creation

- Develop content through written article, photography or videography, to be used across multiple digital platforms
- Gather a pipeline of stories through liaising with the Regional and National teams to generate content for the Marketing and Communications team
- Maintain and develop the Teach For Australia blog (Stories), including managing a team of Associate and Alumni editors and bloggers, ensuring that content is published frequently and providing

Internal Communications/EDMs

- Support for existing internal communications including compilation of monthly staff newsletter and contribution to Monthly Wrap planning
- Provide the framework, templates and distribution channels for other internal communication newsletters, such as the Associate Blast and Alumni Bulletin.
- Plan and develop content for Teach For Australia’s organisational eDMs, ensuring they remain on brand, accurate and engaging. This responsibility includes list management and assisting other teams to ensure the accuracy of their data for eDM purposes
- Manage the on-going maintenance of any of internal communication tools implemented
Our Values

**Empowering greatness**
We see great possibilities and strive to bring them to life. We seek to lead by example and are agents for change in ourselves, in students and in our society. We create empowering learning environments that enable others to excel.

**Collaboration**
We strive to build effective, professional relationships within and across sectors. We have a collaborative mindset that opens us to the opportunities and expertise available through partnerships. We work together - within the organisation, with Associates and with partners, to achieve the individual and systemic changes we seek.

**Innovation**
We bring energy and creativity to everything we do. We are excited by new ideas and look for new ways to do things that will bring us closer to achieving our goals. We embrace the opportunity to operate outside our comfort zone as a chance to grow and innovate.

**Outcome driven**
We are inspired by ambitious goals and pursue them with determination. We use fact-based data to think critically about problems and solutions. We take personal responsibility for delivering meaningful, measurable impact within timeframes that are challenging and motivating.

**Humility and learning**
We respect and seek to learn from the communities we serve and the people with whom we work. We recognise the limits of our own experience, ask questions and seek diverse perspectives to inform our views. We work with curiosity and resourcefulness, engage in honest self-reflection and look for ways to continuously improve.

**Resilience**
We are resilient when faced with obstacles and undaunted by the scale of the change we seek. We rise to the challenge and never forget why we do what we do.