

POSITION DESCRIPTION

Position: Digital Marketing Coordinator

Location: Thornbury, VIC

BACKGROUND

The Islamic Museum of Australia provides educational and cross-cultural experiences and showcases the artistic and cultural heritage of Muslims in Australia and in Islamic societies abroad. It aims to foster community harmony and facilitate an understanding of the values and contributions of Muslims to Australian society.

POSITION SUMMARY

The Digital Marketing Coordinator will be responsible for coordinating the day to day delivery of the Museum's digital marketing activities including publishing to social media, website updates and deployment of eDMs.

REPORTING & RELATIONSHIPS

Reporting

Reports to: Media and Marketing Manager

Direct reports: nil

Relationships

Internal: Staff

External: Community, stakeholders, influencers and suppliers

KEY ACCOUNTABILITIES

- Plan social media content in line, referencing analytics to optimise engagement and reach.
- Create social media content with relevant software and programs such as adobe suite, Canva and Movavi video editing.

- Assist with paid digital including Google Ads and Facebook advertising.
- Develop suites of digital assets for events and campaigns which can be distributed to other stakeholders to share.
- Coordinate day to day website updates, build new pages for events, exhibitions and other content.
- Maintain the IMA's shopify store, including adding new products, updating images and managing across Facebook and Instagram.
- Maintain the IMA's web portals including education portal and membership portal, including adding new content (as provided).
- Work collaboratively with programs & events personnel to deliver online events.
- Support the team in executing digital content for special projects and campaigns.
- Ensure all digital marketing content is delivered in line with IMA brand and style guide.
- Adherence to all Museum policies, procedures and work practices.

KEY SELECTION CRITERIA

Education / Qualifications / Specialist training

- Degree in media, marketing or other that supports delivery of this role.

Experience / knowledge

- Minimum two years' experience in a role with similar accountabilities.
- Well-rounded communication skills including outstanding copywriting for digital channels.
- Demonstrated ability to problem solve in a digital environment.
- Demonstrated experience in using software and programs to develop content such as adobe creative suite, Canva (preferred) and video editing software.
- Demonstrated experience in using Google Ads and executing Facebook advertising.

Skills & attributes

- Proven ability to work both autonomously, with limited supervision and as part of a team.
- Demonstrated ability to build a rapport with colleagues and other stakeholders from diverse backgrounds.
- Excellent attention to detail.

OCCUPATIONAL HEALTH AND SAFETY

Implement and maintain health and safety standards and procedures according to legislation and consistent with IMA's policy and demonstrate effective leadership on OHS matters

OTHER DUTIES

- Required to undertake other duties as directed by direct line supervisor and other managers.
- Will be required to work Saturdays on a rotating roster (approx. once per 4-6 weeks).
- Some additional out of hours' work required such as exhibition opening events.

ELIGIBILITY AND APPLICATION PROCESS

Eligibility

Candidates must be an Australian citizen or permanent resident.

To apply

Please address *all* of the key selection criteria in a covering letter (maximum four pages), and send together with a copy of your resume to marketing@islamicmuseum.org.au

The closing date for applications is 11:59pm, Sunday 17 January 2021. Please note interviews may commence prior to the closing date.