

Position Description – Digital Marketing Lead

Position Title:	Digital Marketing Lead	Reports To:	Marketing Manager
Supervising:	NA	Liaises With:	Employees, contractors, residents, visitors, and resident's representatives
Employment Instrument:	Award Free		
Classification:	N/A		

<u>Our Vision:</u>	Care without Compromise		
<u>Our Mission:</u>	<i>"Mayflower with staff works as one to enhance quality of life choices in all aspects of care delivery"</i>		
<u>Our Values:</u>	<i>Compassion</i>	We care for those in need with empathy and understanding	
	<i>Excellence</i>	We strive for quality and distinction	
	<i>Integrity</i>	We are honest, ethical and sincere	
	<i>Respect</i>	We recognise the value, uniqueness and dignity of every	

Position Purpose:	<p>The Digital Marketing Lead is responsible for managing all aspects of Mayflower’s website, overseeing, and executing digital marketing campaigns, and driving engagement and conversion.</p> <p>This role also plays a key role in the development and implementation of marketing strategy and data analysis.</p>
Qualifications, checks and licences:	<p>Mandatory</p> <ul style="list-style-type: none">• NDIS Worker Screening Check• Full COVID vaccination <p>Desirable</p> <ul style="list-style-type: none">• Qualification in Digital Marketing or other relevant studies• Full drivers’ licence
Key Selection Criteria	
<p>Essential</p> <ul style="list-style-type: none">• 5 years’ Digital marketing experience in a medium sized organisation• Solid understanding of SEO, SEM, social media (paid ads and organic posts), email marketing and website management• Data driven and analytical approach with strong attention to detail• Experience in generating and analysing reports and delivering actionable insights• A strong collaborative mindset with an ability to work cohesively with others• Self-motivated and capability to work autonomously• Proactive mindset and proven problem-solving skills <p>Desirable</p> <ul style="list-style-type: none">• Experience with managing a Google Ad Grant.• Experience with CRM.• Previous experience in aged care, health care, or not for profit space• Experience with Wordpress and or Webflow an advantage	

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Responsibilities/Duties	
Quality Service	<ul style="list-style-type: none"> Oversee the maintenance, optimisation, and performance of Mayflower’s website, driving business outcomes and developing Mayflower’s brand Collaborate with our digital marketing partners to optimise the website’s health, on-page/off-page SEO performance to drive inquiry and conversions and optimise advertising spend (Google Ad Grant) Develop, lead, and implement the digital strategy across web, SEO/SEM, database marketing, email, social media, and display advertising campaigns based on business priorities Manage Meta advertising campaigns in-house – all campaign planning, creative development, implementation, and reporting Collaborate with the Social Media, Marketing and Events Coordinator to deliver high performing organic social media content Collaborate with external partners such as our creative agency / photographer / videographer as required for the creation of digital assets Research and analyse competitor digital marketing activities and convey relevant key takeouts Manage the CRM, build databases and implement email marketing campaigns. Create and implement an online review strategy Proactively provide actionable insights and direction across digital channels
Reporting and Documentation	<ul style="list-style-type: none"> Quarterly Social Media Reviews – organic posts Monthly Website Health, SEO on page, SEO off page and Google Grant performance Provide quarterly competitor reviews Report on quarterly Meta Paid Ads
Communication	<ul style="list-style-type: none"> Ensure content, language, brand representation and messaging are in line with Mayflower’s values and brand guidelines Liaise professionally and effectively with relevant stakeholders, both internal and external
Leadership	<ul style="list-style-type: none"> Facilitate a team environment and inclusive culture Promote the organisations in a positive manner, both internally and externally Lead and mentor the organisation to embrace and utilise current digital marketing platforms and practices
Compliance	<ul style="list-style-type: none"> Operate in accordance with legislative and quality standards Information Privacy Act 2000 and Privacy Act 1988 Adhere to any relevant ACCC legislation and the Australian Consumer Law
Skills and competencies	<ul style="list-style-type: none"> Remain aware of relevant legislative standards and guidelines Maintain level of knowledge and skills pertinent to Marketing Participate in meetings and in-service training sessions Pursue ongoing development and contribute to continuous improvement
Work Health Safety	<ul style="list-style-type: none"> Comply with the OHS Act 2004 including: Take reasonable care to ensure your own safety, not place others at risk by any act or omission, follow safe work practices and procedures, use and care for equipment as instructed, not wilfully and recklessly interfere with safety equipment, report hazards and injuries, and cooperate with Mayflower to meet OHS obligations

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Key Performance Indicators
<ul style="list-style-type: none"> Mayflower's Website Health, on-page SEO and off-page SEO performance and optimal website user experience achieve the specified benchmarks Meta advertising performance and social media's organic posts performance achieve specified benchmarks Digital strategies are developed and implemented according to business priorities Compliance with relevant guidelines, Accreditation and Legislation requirements

I have read, understood and accept the above position description.

Employee Name:		Signature:		Date:	
Manager Name:		Signature:		Date:	

☐ Copy to Employee ☐ Copy to Personnel File

Completed By: (Initials) Date: / /