Position description

Position title: Digital Marketing and Website Manager
Employer: Jean Hailes Foundation
Location: East Melbourne
Hours: FT
Supervisor/Manager: Head of Marketing, Communications and Development
Date: 7 November 2022

Background

Jean Hailes for Women’s Health (JHF) is a national not-for-profit organisation dedicated to improving the knowledge of women’s health throughout the various stages of their lives, and to provide a trusted world-class health service for women.

We combine research, clinical care and practical education for women and health professionals. Our key point of difference is the translation and dissemination of research and medical evidence into easy-to-understand health information, delivered in multiple ways, to suit our audiences.

Our aim is to inspire confidence to create a healthier future for all women.

Department

The Marketing, Communications and Development team is responsible for:

- In partnership with the Public Health and Education Unit produce and publish consumer health content across all channels
- End-to-end management of the National Digital Gateway (website)
- All consumer campaigns and partnerships
- Women’s Health Week
  - Media engagement, communication planning and delivery
  - Brand, visual design, and organisational brand guardianship
  - Ensuring the Jean Hailes ‘voice’ remains consistent internally and externally and that it adheres to strict editorial standards
- Monitoring performance against benchmarks and KPIs
- Preparation and distribution of reports to internal and external stakeholders
Position description

Summary of position

The Digital Marketing and Website Manager will be responsible for the management of the Jean Hailes website, including content uploads, advertising across the Google network, SEO, and analytics across a range of platforms. The position reports directly to the Head of Marketing, Communications and Development, and is supported by a CRM coordinator and content creation team.

Key job requirements, responsibilities and ongoing performance indicators

Website

- Act as the senior client liaison with the Jean Hailes web developer
- Administer and update the Jean Hailes website including content uploads and display
- Administer and update the Women’s Health Week portal within the Jean Hailes website (from March 30)
- Upload and maintain text, imagery, audio and video content and other digital assets
- Populate website content with accurate meta-data SEO
- Manage all third-party integrations including Shorthand, Libysyn (podcasts) and donation platforms
- Manage GA 4, including tagging
- Manage and maintain JHF video libraries, SoundCloud, Video and YouTube channels
- Provide project support for ongoing website development
- Lead the digital management of key digital campaigns and brand initiatives including the annual national Women’s Health Week campaign and Women’s Health Survey
- Manage and continually optimise Google AdWord campaigns
- Apply and build form handlers where applicable

Advertising

- Manage all advertising across Google network and NFP Google grant
- Manage monthly expenditure on Google network
- Develop and implement a SEO strategy for Jean Hailes
- Identify new trends and approaches to digital communications

Reporting and analytics

- Analyse web and social media traffic data for reporting on a monthly base (Google Analytics, Crazy Egg and SEM Rush)
- Provide insights and research into the performance of Jean Hailes digital content to internal stakeholders as required
- Support team members and other projects as required, including Women’s Health Week
- Support and assist team members and other projects as required
Position description

Other

- Manage all logins and subscriptions
- Provide ongoing support and training to internal stakeholders
- Provide support to the CRM Coordinator as required
- Update database as required to support the digital gateway projects

Google Analytics 4 tags with GTM

Statutory & policy responsibilities

Knowledge of the following key areas is essential:

(i) Privacy and Data Protection Act (Vic) & Privacy Act (Cth)
(ii) Social media regulations ie. Facebook, Twitter, Instagram, SoundCloud & YouTube

People Responsibilities

N/A

Requirements of position holder

Education level

- Tertiary qualification, such as communications or media; a health-related qualification will also be well-regarded

Experience

- 5+ years’ experience of practical website content coordination experience, including evidence of keeping content and design current using content management software
- A thorough knowledge of digital advertising strategies and evidence of current knowledge of trends in digital marketing, including social networking strategies
- Sound knowledge of online data analytics and reporting as well as search engine analytics to maximise traffic to websites
- A working knowledge of Content Management Systems such as Craft
- Sound knowledge of online data analytics and reporting as well as search engine
- Working knowledge of Google Analytics and Tag Manager
- Digital asset creation (working knowledge of basic video editing required).
  Experience Adobe Premier Pro specifically Photoshop

Organisational knowledge

- Knowledge of women’s health, health promotion principles and health behaviour is preferable but not essential
Communication/interpersonal skills

- Demonstrated ability to contribute to a positive and learning-focused work environment with initiative and a proactive approach
- A high level of interpersonal skills, which enable the appointee to liaise effectively with a wide range of people at a variety of levels internal and external to the Foundation
- Values collaboration, self-improvement and growth
  - Demonstrated ability to participate positively in a team
- Exceptional attention to detail
- Well-developed organisational, time-management and problem-solving skills