

## Job Profile

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Position Title:	Digital Marketing & Communications Specialist
Department	Member Services
Immediate Supervisor:	Head of Service Design
Load:	22.5 h/w over 3 or 4 days, as agreed
Term:	1 year contract
Salary Range:	\$75,000 - \$85,000 pro rata

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## Role Summary

Screenrights is seeking a hands on Digital Marketing & Communications Specialist to help us deliver our key messages to the local and international screen industry and other key stakeholders.

The Digital Marketing & Communications Specialist will be responsible for improving the way we communicate with existing and prospective members and clients.

Working with Head of Service Design, you will create and/or coordinate the creation of exciting digital content for campaigns that focus on sharing information, building awareness of Screenrights' services and engaging members/clients and prospects.

Ultimately, you should be able to promote our organisation, our services and increase member/client engagement.

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## Key accountabilities

- Execute the Screenrights marketing plan
  - Provide effective communications of Screenrights' goals, policies, achievements and activities to external and internal stakeholders
  - Implement marketing initiatives that support and grow services, brand and reach
  - Prepare clear messaging for communications across a range of digital and social media
  - Prepare, edit, and publish media releases, stories and articles for our website, annual report and other publications
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## Required knowledge, skills & experience

- Tertiary qualification in marketing, communications or related field
  - Excellent written and verbal communications skills including the ability to write effective marketing copy and content for publication
  - Experience maintaining web content using a CMS (preferably WordPress)
  - Proven track record in delivering effective digital marketing and SEO campaigns
  - Demonstrated experience sending engaging e-communications including via MailChimp
  - Proficient in Adobe Creative Suite (or similar), with the ability to produce web content and/or marketing collateral
  - Ability to work autonomously across multiple projects and collaboratively across departments within tight timeframes
  - Strong relationship management and interpersonal skills
  - Ability to operate under pressure with a high attention to detail
  - Experience in the Film & TV and/or Not For Profit sector desirable
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## SELECTION CRITERIA

### Skill-set

**Clear communication skills** – possesses good verbal and written communication skills; sound relationship-building skills; open listening skills

**Organisational skills** – ability to prioritise a diverse workload and manage own time

### Approach

**Solution focus** – proactively identifies opportunities and challenges; makes timely decisions and takes action to support goals and meet objectives

**Collaborative approach** – works collaboratively with clients and team members to identify options to achieve positive outcomes; willing to take direction and feedback

### Knowledge and experience

**SEO experience** – applied knowledge of search engine optimisation techniques, Google Analytics and Google Search Console

**E-communication experience** – demonstrated experience setting up onboarding automated campaigns and targeted EDMs to promote service offerings, applied knowledge of UTM tags to analyse EDM performance

**Content management experience** – demonstrated experience managing content on websites, experience with Wordpress CMS advantageous

**Adobe Creative Suite (or similar) experience** – demonstrated experience preparing images for social sharing, EDMs and other collateral

## SCREENRIGHTS' SUCCESS BEHAVIOURS

### Be a leader

#### *Leadership*

- Has a passion for their work and has a positive, approachable demeanour
- Is independent
- Proactively takes on tasks and delivers according to results
- Aligns their activity to the team / business goals
- Seeks to understand others and manages their own behaviour in order to effectively work together.
- Demonstrates empathy and a respect for the style of others and is able to work flexibly to achieve a good outcome for all

### Make things better

#### *Innovate & renovate*

- Seeks out and listens to the input of others to broaden own perspective and applies that broader perspective determining appropriate incremental changes and improvements within the tasks in their role
- Proactively looks for continuous improvement in own role. Makes recommendations about tasks or process improvement
- Seeks and is open to change to enhance / improve a system or outcome and actively implements initiative within their role to achieve the change
- Openly contributes ideas to discussions where change (large / small) is on the agenda so that the team benefits from all ideas and understands and can manage concerns proactively

### Work with others

#### *Teamwork & collaboration*

- Actively listens to other points of view within the team and takes these into consideration within their role
- Interprets and applies information, gained via consultation, to making better decisions or being more effective / efficient in tasks within their role
- Works co-operatively with the team by preparing for and contributing to meetings and offering to assist others without being prompted
- Seeks opportunities to be involved in activities within the team

### Share what you know

#### *Communication*

- Constructs clear and meaningful communication; verbally and in writing
- Provides accurate information with appropriate details and evidence to ensure understanding and consistency
- Participates actively in meetings – asks questions and provides updates on tasks / activities
- Selects the appropriate channel of communication – phone, email, face to face – to enhance understanding and action from all parties.
- Proactively and professionally communicates via telephone, email and face to face
- Asks questions to understand another perspective

## **Own the outcome**

### *Solution focused*

- Identifies who our members are and the demographics in which they operate so that respect and professionalism can be maintained throughout all communication
- Identifies our products and services and makes relevant decisions relating to these within my role
- Is informed of the Australian market and the general implications for members and stakeholders to make effective decisions within my role
- Respectfully asks questions to gain insight and to drive a better outcome

## **Do what you say**

### *Accountability & reliability*

- Plans work / tasks within their role in an accurate, timely and systematic manner
- Manages own priorities and workload to ensure expectations and deadlines are met
- Takes ownership of own task completion, takes responsibility for following up queries to make sure an appropriate conclusion is achieved
- Communicates early and clearly if tasks will not meet expectations
- Works early and proactively with others where they have a role in assisting with task completion