



Job Title:	Senior Digital Media Advisor	Location:	Australia
Team:	Communications	Position Type:	Full-time
Award:	Social, Community, Home Care & Disability Services Industry Award 2010	SCHADS Award Level:	Level 5
Reports to:	Communications Director		

About FARE

FARE is the leading not-for-profit organisation working towards an Australia free from alcohol harm. Together with values-aligned organisations, health professionals, researchers and communities across the country, we develop evidence-informed policy, enable people-powered advocacy and deliver health promotion programs.

We believe that by working together we can create change to improve our collective health and wellbeing. FARE has a new leadership team, renewed energy and a refreshed strategic focus on how we can work to improve health outcomes for all Australians.

About the team

The Communications Team drives FARE’s strategic communications direction, goals and messaging. We are storytellers. To support the objectives of the Strategic Plan, we work to connect stakeholders and the wider community with FARE’s work, communicating across a range of owned, earned and paid channels. We work across the wider FARE team to make sure people can access reliable, evidence-based health information; understand the health benefits of reducing or stopping alcohol; learn about our research, policy and advocacy work; and engage with the FARE community to share lived experiences related to alcohol.

About the Role

The Senior Digital Media Advisor is responsible for building awareness of and engagement with FARE’s work across owned and paid digital media channels, to support our vision of an Australia free from alcohol harms.

As a senior member of the team, they apply an in-depth understanding of the changing digital media environment to develop and implement best-practice strategies to effectively engage our existing community and attract new supporters across various digital channels.

With a creative approach, the Senior Digital Media Advisor is detail-oriented and analytical, able to track and measure metrics to produce meaningful insights that enhance FARE’s digital communications strategy.

Responsibilities

- In collaboration with Communications team members, review, further refine and lead FARE’s digital media strategy.
- Create and manage a calendar of engaging, creative, and effective organic content across digital channels, involving copywriting content, posting, scheduling, monitoring and reporting.
- Develop, implement, monitor and refine FARE’s paid social and search advertising campaigns.
- Respond to community comments, direct messages, account tags and chats across all digital channels in a timely and accurate way that aligns with FARE’s brand and messaging guidelines.
- Use FARE’s preferred messaging approach to manage tone of voice on social media, with an awareness of monitoring and mitigating risks.
- Support our in-house Graphic Designer to develop visual assets for our digital channels, including social media, electronic direct mail (eDM), websites, blogs, video and other media.
- Provide support, training and advice to others in FARE about best-practice and effective use of our digital channels, including support to implement and execute campaigns, promotions, and other communication-related activities.
- Regularly monitor, collate and analyse metrics from FARE’s digital channels, looking for insights that will help refine FARE’s digital media strategy.
- Stay up-to-date with changes – and identify new or emerging opportunities – in the digital environment, and apply these where relevant to FARE’s communications.
- Apply the principles and practices of FARE and adhere to the company’s Values and Code of Conduct.
- Adhere to all the requirements of the Work Health and Safety Act and relevant regulations, both personally and in relation to the other staff and the organisation in general.
- Perform other duties as directed by the Communications Director and/or CEO.

Capabilities

Role knowledge, skills and attributes

- Up-to-date expertise across various digital platforms, including Facebook, Instagram, Twitter and LinkedIn, and other emerging platforms, as well as EDM software, video publishing platforms and content management systems.
- Experience developing and implementing digital media strategies to generate positive audience engagement.
- Excellent written communication skills, with the ability to produce compelling and creative content for different audiences.
- A comprehensive understanding of the different approaches, written styles/tones, and audience requirements for each digital platform.
- Experience working with digital media scheduling and reporting tools, with the ability to rapidly understand and use new digital applications and systems.
- Organised with impeccable attention to detail, and an ability to anticipate problems and provide suitable solutions. An excellent understanding of timelines with strong time management skills.

Personal Attributes:

- You are passionate about digital media, and you are proactive, progressive, self-motivated, and innovative in your approach to creating authentic content that inspires and excites people.
- You can multitask, prioritise, and manage your time effectively in rapidly changing and fast-moving environments.
- You are confident, self-starting, and self-motivated – someone who is comfortable building and fostering strong internal and external relationships.
- You have a wide interest in current affairs, and an understanding of the news cycle.
- You are professional, motivated, and ready to learn.

Qualifications or other requirements

- A tertiary degree in digital media, communications and/or equivalent work experience.
- 5+ years' experience in a similar role managing digital media at a not-for-profit, campaigning, or community-based organisation.

Desirable

- Understanding of SEO/SEM principles and best-practice
- Multimedia design skills including graphic design, video production, and editing.