

Digital Communications Officer

Award /Agreement Non Award

Responsible to Public Relations Manager

Summary of role The Digital Communications Officer is responsible for overseeing Resthaven's online presence, providing compelling content, and using effective strategy to promote and market special events, marketing promotions and planned organisational activities.

Key Responsibilities and Duties

In accordance with the purpose, business practices and policies of Resthaven Incorporated, the Digital Communications Officer will work closely with the Public Relations team under the direction of the Public Relations Manager to:

- implement digital communication strategies, marketing promotions and campaigns
- plan, create, and develop engaging social media content in keeping with Resthaven's visual identity in tandem with broader marketing and events to grow social media presence, increase brand awareness and positive aged care messages
- schedule content across social media platforms, including, but not limited to: Facebook, YouTube, Twitter, LinkedIn, Google, ensuring integration of social media platforms with Resthaven's website as appropriate
- oversee and manage Resthaven's online community and respond to online enquiries, reviews and feedback appropriately, escalating as required
- liaise with internal teams and various stakeholders to obtain online content for Resthaven's website and social channels
- design, write, proofread, edit, and produce copy for a variety of materials from social media posts to articles, reports, brochures, websites, promotional videos, etc
- regularly maintain and improve the Resthaven website via WordPress, upload appropriate content, implement effective SEO and basic HTML, curating engaging and accessible content, and updating content to ensure accuracy of published information
- liaise with external contractors as required
- record monthly website and social media statistics, analyse and track traffic trends, and provide online reports to key stakeholders via Google Analytics and Meltwater
- update external websites with Resthaven information as required
- undertake relevant market research and evaluate results as required
- assist with Resthaven events and promotional activities as required, including open days, exhibitions, expos, tours and visits
- maintain appropriate standards and quality in all work

Occupational Health & Safety / Quality Systems

Responsible for:

- Maintaining a safe work environment in accordance with Resthaven Work Health and Safety Policies and Procedures, and actively participating in the rehabilitation of staff injured at work.
- Assisting in the on-going maintenance of a safe work place through involvement in the implementation of safe systems of work in accordance with Resthaven Work Health and Safety Policies and Procedures.
- Participating in mandatory Health and Safety training sessions.
- Identifying and reporting hazards in the workplace.
- Participating in Resthaven Quality Management System and commitment to processes of continuous improvement activities, including auditing, surveys and needs analysis.

Privacy and Confidentiality

Responsible for:

- Adhering to Resthaven Privacy of Information Policy and Procedure at all times.
- Maintaining a duty of confidentiality to all residents, clients, volunteers and staff.
- Ensuring that any "Confidential Information" that becomes known through the course of employment with Resthaven is kept confidential including information relating to Resthaven's:
 - business or operational interests;
 - methodology and affairs;
 - financial information; and
 - anything else that is notified as being confidential.

Other duties as directed by the Public Relations Manager, commensurate with classification and training.

ESSENTIAL CRITERIA

Qualifications / Experience

- Proficient in the use of the Microsoft Office suite of programs including Word, PowerPoint, Excel, Outlook, Internet Explorer etc
- Proficient in the use of Adobe Creative Suite software in a Windows environment
- Experience producing visual content for social media and websites
- Professional experience with social media platforms such as Twitter, Facebook, Google, LinkedIn, and YouTube
- Professional use of, and experience in social media strategy, scheduling social media posts using third party applications
- Professional experience in online community engagement
- Experience updating websites via WordPress
- Experience with Google Business Manager and Google Analytics
- Highly developed interpersonal and communication skills, including well developed oral, written and listening ability
- Ability to relate effectively with a diverse range of people, including the media, general public, residents/clients, volunteers, visitors, relatives and staff
- Ability to work as a member of a team, fostering the trust, cooperation and support of others, remaining motivated and proactive
- Flexible and self-motivated with excellent organisational skills, capable of working to deadlines and performing effectively under pressure without compromising standards
- Ability to maintain confidentiality
- Ability to work autonomously with minimal supervision
- Excellent spelling and grammar with accurate keyboard skills and a typing speed of 60 wpm
- An understanding of, and a commitment to work towards Resthaven's values.

DESIRABLE CRITERIA

Qualifications / Experience

- Professional qualifications and/or experience in multi-media, communications, public relations, marketing or similar
- Ability to effectively use a digital camera
- Knowledge of design and layout principles and print production techniques
- Creative and analytical skills
- Experience in producing video for social media
- Knowledge of effective SEO and a basic knowledge of HTML

Acknowledged _____
Public Relations Manager

Date _____

Acknowledged _____
Employee

Date _____