

Position title	Digital Specialist (Website)	Position type	Fixed-term 12 month contract
Reports to	Associate Director, Marketing and Communications	Hours per week	38
Team	Marketing and Communications	Award classification	SCHADS 4
Direct reports	0	Budget	TBD
Date reviewed	August 2021		

ABOUT PLAN INTERNATIONAL AUSTRALIA

Who are we? What do we do?

Put simply, we're the charity for girls' equality.

We tackle the root causes of poverty, support communities through crisis, campaign for gender equality, and help governments do what's right for children and particularly for girls.

We believe a better world is possible. An equal world; a world where all children can live happy and healthy lives, and where girls can take their rightful place as equals. This is the world you will help us create.

What does it feel like?

- You will get up each day feeling like you are helping create justice for vulnerable children and equality for girls. You'll be able to put a commitment to making a difference for children and girls at the centre of your effort, decision making and focus.
- You'll feel part of a broader team - beyond just the people you work with every day - because you'll be in tune with what's needed across the organisation. You'll be able to use your skills of empathy, coaching, and energy where it is needed most.
- You'll receive quality feedback and seek to create feedback loops in your team and in the organisation too.
- You'll find strength in our diversity, inclusiveness and mutual respect.

Here are some of the ways you will bring your best to this role:

- You will demonstrate a deep commitment to equality, human rights and gender justice in all you do.
- You will challenge power dynamics and processes that are unjust.
- You will share decision-making processes. You'll actively seek out strengths of your colleagues in a way that allows everyone to have some power.
- You will be willing to think and work outside of the traditional idea of teams. You'll enjoy coaching rather than directing work.
- You will embody a deep self-awareness and demonstrate the courage to be vulnerable.
- You will look for ways to evolve our ways of working.
- You have a willingness to learn and to share insights and experience with empathy and compassion.
- You will demonstrate a deep commitment to child protection and safeguarding is all you do.

WHAT WILL I BE DOING IN THIS POSITION?

Having recently launched a new Wordpress based website, Plan International Australia is looking to decentralize our web content creation and performance ecosystem. The role is will be initially responsible for technical and content ownership of the website, including writing, publishing and optimising website content, implementing the SEO strategy, and maintaining quality assurance, accessibility standards and integration with other platforms as required. The intention is that within 12 months, this will be decentralised both within various roles and have an overarching governance structure that will be co-created with this role and the digital working group (CODE).

This 12-month role will play a critical role in building **digital capability and insight across Plan International Australia**, upskilling staff in key areas of website content management, and setting up processes that work towards a decentralized ecosystem.

While training and coaching staff on Wordpress, SEO and SEM the Digital Specialist (Website) will also hold core responsibility for PIA's website. The role is responsible for **technical and content management of the website**, including writing, publishing and optimising website content, implementing the SEO strategy, and maintaining quality assurance, accessibility standards and integration with other platforms as required.

Experience with Wordpress, Google Analytics and social media integration, and the related technical expertise to uphold website quality, performance and accessibility (and/or expertly oversee the outsourcing of this technical capability) are essential.

TELL ME MORE (KEY RESPONSIBILITIES AND ACCOUNTABILITIES)

- Develop a plan to transfer ownership in website performance management and supplier management at the end of the assignment.

Digital training:

- Develop innovative and flexible digital training strategy and solutions that will help staff learn to create and upload website content in accordance with brand, SEO and technical standards
- Identify digital training needs and apply appropriate digital training design, delivery, and evaluation
- Work with stakeholders to develop reference resources and procedures
- Provide direct assistance so that staff follow best practice for website content creation and performance
- Recommend changes to and help staff optimise their self-created website content, linking to improve SEO/SEM positions for target keywords

Website performance management:

- Develop and manage PIA's website and customer portal by updating content and progressing overall design and structure
- Create, update and optimise website content, ensuring accessibility and quality standards are upheld and SEO/SEM strategy is implemented
- Manage and maintain website analytics and reporting, and provide data and insights to inform campaign performance reviews and strategic decision making
- Ensure uptime of the website and continual improvements and development are managed, communicated and delivered with minimal disruption to service
- Ensure compliance with the various policies including child protection and the industry codes PIA operates within
- Increase the volume of high-quality traffic to the website through collaborating on best practice online marketing techniques

Supplier management:

- Work with suppliers to ensure additional requested functionality or features are managed, tested and placed in to production with no adverse effects on website performance and operations
- Monitor and manage suppliers as required
- Proactively identify and escalate potential supplier risks

WHAT DO I NEED TO BRING? (KEY SELECTION CRITERIA)

- Demonstrated ability to train staff in key areas of digital content and website management, actively building the capability of diverse teams
- Proven ability to communicate digital concepts to non-technical people
- Experience with Wordpress and Google Analytics, and the related technical expertise to uphold website quality, performance and accessibility
- Experience championing digital within an organisation and embedding a results-based approach to digital
- Alignment with PIA values and commitment to social impact, feminist leadership and sharing
- Hands-on experience with email, web and eCommerce platforms (BBIS, Autopilot, WP, Shopify), web content strategy and management
- Intermediate understanding of SEO and SEM strategies
- Data analytics in relation to performance marketing

- Relationship skills to develop, support and train staff in the ability to self-serve creation of web page updates
- Skills with UX, web design, usability and content management to work and create new pages, websites, features and user flows
- Hyper Text Markup Language (HTML), CSS skills
- Experience in vendor/agency management

HOW WILL I KNOW IT'S GOING WELL? (KEY PERFORMANCE INDICATORS)

- Key staff across the organisation have the capability to create digital content, update web pages to relevant standards and embed a results-based approach to digital in their work
- Improved web engagement metrics, search result placement, page engagement and metrics from continual donation flow and conversion improvements.
- PIA website is maintained in accordance with relevant technical and content standards
- Measurable micro on-page improvements through testing that can be converted to uplift in action and income for web

WHO WILL I WORK WITH?

Along with your team, you will work closely with the:

- Marketing and Communications Team
- Individual Giving Team
- Partnerships and Influencing Team
- Data and Insights Team

WHICH FORMAL GROUPS WILL I BE A PART OF?

You will be a member of the Centre of Digital Excellence (CODE).

SAFEGUARDING REQUIREMENTS

We take very seriously our responsibility and duty to ensure that we, as an organisation, and anyone who represents us, does not in any way harm, abuse or commit any other act of violence against children, young people or other vulnerable persons.

Everyone who works with, and engages with Plan, has a responsibility to ensure that children and young people are safeguarded and protected.

High <input type="checkbox"/>	Details	
	Police Check Required	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
	Working With Children Check Required	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
	Global Anti-Terrorism Screening Required	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>