



## POSITION DESCRIPTION

*STARTTS is committed to Equal Employment Opportunity (EEO) and anti-discrimination policies.*

**POSITION NUMBER: 1009-3**

**Date reviewed/created: November 2023**

**POSITION TITLE: Digital Marketing & Communications Officer**

**TEAM:** Executive Support

**LOCATION:** Carramar

**AGREEMENT:** "NSW (Non-Declared) Affiliated Health Organisations' Professional and Associated Staff Agreement".

**CLASSIFICATION:** Health Education Officer, or other relevant classification based on qualifications, experience, and requirements of the role.

A generous salary packaging scheme is also offered.

**VACCINATION REQUIREMENT:** Category B.

**PERIOD OF APPRAISAL:** Performance will be assessed within 3 months of commencement and a 6-month probationary/qualifying period will also apply.

### **Background to STARTTS**

STARTTS is a state-wide service funded by the NSW Department of Health and Commonwealth Department of Health to provide high quality assessment, treatment and rehabilitation services to people living in NSW who have experienced organised violence or trauma associated with the refugee experience.

STARTTS is an Affiliated Health Organisation (AHO), a Non-Government Organisation whose services are deemed to be part of the NSW public health system. STARTTS' service provision philosophy is predicated on a bio-psycho-social framework that incorporates a large range of clinical and psycho-social interventions informed by the latest advances in neuroscience and evidence based practice in relevant fields. As such, STARTTS provides a broad range of services including assessment; counselling for all age groups; psychiatric assessment and interventions; family therapy; group interventions; body-focused interventions such as massage, physiotherapy, acupuncture and pain management groups; support groups; programs for children and youth; and various strategies to increase the capacity of support networks and refugee communities to sustain their members.

The focus of the STARTTS' approach is on building capacity and empowering people and communities to take control over their own lives, using a strengths-based approach and building on individual, family, community and cultural strengths.

### **Background to the Program Area of the Position**

STARTTS has undergone substantial growth since becoming an Affiliated Health Organisation. This growth is likely to continue into the foreseeable future, given changes in arrival numbers and source countries, as well as program funding areas. Changes have included substantial increases in staff numbers (particularly in the Direct Services and Clinical areas), growth in the number of offices and teams, an increased presence in rural and regional areas, increased national and international commitments and changing funding structures.

With this growth, there is an increasing demand on the Executive to effectively manage the organisation. Development and management of an appropriate executive support function for STARTTS and promotion of agency support structures is crucial to managing the work of an expanding organisation. In light of these developments, STARTTS acknowledges the growing significance of digital marketing as a strategic tool in effectively communicating its core values, raise awareness about its initiatives, and create meaningful connections with various stakeholders, including beneficiaries, partners, donors, and the public.

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## ORGANISATIONAL RELATIONSHIPS:

1. Responsible to: *Executive Support Manager*.
2. Responsible for: *Nil*.

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## SELECTION CRITERIA:

### Essential Requirements:

1. Recent tertiary studies in business marketing, digital media, or digital marketing and communications, and a portfolio or other demonstrative profile showing a genuine interest in digital marketing.
2. Proficiency in content creation, including excellent prose writing skills, and expertise in digital strategy, Google Analytics, email marketing, and social media tools.
3. Strong understanding of major social media platforms including (Facebook, Twitter, Instagram, LinkedIn) and best practices for content creation and engagement.
4. Proficient graphic design skills using Canva, Adobe InDesign, Photoshop, and Illustrator to create collateral and assets.
5. Sound understanding of SEO principles and proven experience in implementing effective SEO strategies.
6. Ability to conduct thorough market research, analyse competitor activities, and identify audience preferences to inform data-driven marketing strategies.
7. Strong organisational and time management skills with excellent oral, written and interpersonal communication skills and ability to work independently and as part of a team within a multicultural environment.
8. Creative, tech-savvy, result-oriented, with an up-to-date knowledge of the latest online marketing trends and best practices.

### Desirable Criteria:

1. Familiarity with CRM tools (e.g. Salesforce) and AI-driven marketing solutions and experience or technical capacity to work with WordPress, including a basic working knowledge of HTML and CSS for website content management.
2. Knowledge of digital fundraising strategies and techniques for non-profit organisations.
3. Demonstrated interest in human rights and social justice issues.

\*This position is not considered child-related employment and will require a National Police Check.

### VACCINATION REQUIREMENTS

**\*This role is a Category B role.** Category B workers must have two doses of an approved COVID-19 vaccine. *If successful you must provide evidence of vaccination.* (The annual Influenza vaccination as well as vaccination for other transmissible diseases are strongly encouraged but not mandatory).

Should you not be able to comply with vaccination requirements before your commencement date, the offer of employment may be withdrawn.

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## BRIEF DESCRIPTION OF ROLE

The Digital Marketing & Communications Officer will play a critical role within the Executive Support Team, providing strategic expertise in developing and implementing STARTTS' online marketing activities to achieve agreed targets and key performance indicators. The position will manage and monitor STARTTS' digital presence, including the organisation's website/s, social media channels, and email marketing efforts, to create and promote original content aligned with STARTTS' communications strategy.

Working closely with the Communications Officer and the Executive, the Digital Marketing & Communications Officer will coordinate and execute promotional, strategic networking and fundraising campaigns for the organisation. These initiatives aim to raise awareness of refugee torture and trauma-related issues, engage the community and stakeholders, and support the organisation's mission.

Staying updated on digital marketing techniques and maintaining up-to-date promotional material and marketing collateral will contribute to the long-term maturation of STARTTS' branding. By consistently

evaluating the effectiveness of marketing initiatives through data analysis, the Digital Marketing & Communications Officer will contribute to continuous improvement in marketing strategies that effectively communicate the organisation's mission through innovative and impactful digital marketing approaches.

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## **PRIMARY OBJECTIVES:**

1. Develop and execute comprehensive digital marketing strategies to extend STARTTS' brand awareness to untapped digital spaces within various sectors, including political, refugee community, health, education, and service provider domains.
2. Build and nurture relationships with stakeholders, partners, and supporters through regular and targeted communication, effectively communicating STARTTS' mission within the non-profit sector.
3. Proactively manage and monitor STARTTS' Digital Presence including website, social media channels, email marketing, and the CEO's social accounts to maintain a strong online presence.
4. Expand STARTTS' networking opportunities by gaining industry insights through data collection and market research.
5. Use the latest digital marketing tools and techniques to reach a broader audience and increase visibility for the organisation's services and programs.
6. Align marketing content with STARTTS' strategic goals and organisational objectives.
7. Devise marketing and promotional messaging that strongly supports the promotion of STARTTS as a Centre of Excellence.

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## **PRIMARY DUTIES:**

### **1. Digital Marketing Strategy and Execution**

- 1.1. Collaborate with the Executive team in planning digital media strategies; executing using automation tools where possible to optimise campaigns and increase efficiency.
- 1.2. Implement effective SEO techniques for STARTTS' websites to enhance organic visibility and drive relevant traffic.
- 1.3. Design and implement bespoke Electronic Direct Mail (EDM) campaigns to engage target audiences and support fundraising and awareness initiatives.
- 1.4. Create compelling content for marketing materials, collateral, and online platforms to communicate STARTTS' mission, training workshops and program activities effectively.
- 1.5. Collaborate on the digital marketing budget, ensuring cost-effectiveness and efficient resource allocation.
- 1.6. Stay updated on online media best practices and emerging technologies to leverage new opportunities and stay ahead of industry trends.
- 1.7. Conduct A/B tests and analyse results to optimise digital campaigns and content performance.
- 1.8. Provide monthly campaign reports on project Key Performance Indicators (KPIs), analyse data, and present recommendations for continuous improvement.
- 1.9. Ensure STARTTS' digital content is accessible to diverse audiences, including those with disabilities and diverse linguistic backgrounds.
- 1.10. Assist the CEO in managing their digital and social media presence.

### **2. Brand Messaging, Innovation and Outreach**

- 2.1. Collaborate with the Executive team to update and maintain brand assets and style guides, ensuring consistent and cohesive brand messaging across all digital channels.
- 2.2. Promote STARTTS as a thought leader (Centre of Excellence) in trauma rehabilitation and refugee support through authoritative and insightful content.
- 2.3. Develop and communicate compelling brand stories highlighting STARTTS' impact and contributions.
- 2.4. Collaborate creatively with cross-functional teams to develop innovative approaches and solutions for promoting STARTTS' services, training and activities, to enhance the organisation's impact in the digital realm.
- 2.5. Identify and implement strategies for expanding STARTTS' reach into various sectors, including political, educational, refugee community, and healthcare.
- 2.6. Identify and leverage metric tools and data analytics to identify new digital spaces and potential partnerships aligned with STARTTS' mission and outreach goals.

- 2.7. Foster a sense of community and belonging among STARTTS' online followers through engaging and interactive digital spaces.
- 2.8. Identify opportunities for expanding STARTTS' digital presence and outreach internationally, tailoring content for global audiences.
- 2.9. Engage with international stakeholders and partners through digital channels to foster cross-cultural understanding and support.

### **3. Event and Fundraising Support**

- 3.1. Collaborate with the Executive team to develop and execute digital marketing campaigns to promote STARTTS' events, workshops, seminars, and community engagement initiatives.
- 3.2. Utilise social media and email marketing to generate interest and attendance for STARTTS events.
- 3.3. Create engaging event pages on the organisation's website and support event registration and ticketing processes.
- 3.4. Collaborate on event-related content creation, including blog posts, press releases, and promotional materials.
- 3.5. Collaborate with the Events Officer to organise and manage online auctions and raffles as part of fundraising initiatives.
- 3.6. Contribute to the messaging of targeted sponsorship proposals and partnership packages to secure event support from businesses, organisations, and individuals.
- 3.7. Implement and manage peer-to-peer fundraising campaigns, empowering supporters to create their fundraising pages and solicit donations from their networks.
- 3.8. Develop digital strategies for donor stewardship and engagement, including personalised email communications, optimising donation landing pages and user experience to encourage conversions, acknowledgment of donations and sharing the impact of donor contributions and progress of STARTTS' initiatives.
- 3.9. Monitor and track the performance of fundraising campaigns, providing regular reports on donation metrics, trends, and actionable insights.
- 3.10. Ensure compliance with relevant fundraising regulations and data protection laws in all digital fundraising activities.
- 3.11. Safeguard donor information and maintain accurate records of fundraising campaigns and communications.

### **4. Social Media Management**

- 4.1 Maintain and update STARTTS' social media database for audience segmentation.
- 4.2 Coordinate and manage the quarterly social media posting calendar.
- 4.3 Create engaging content for STARTTS' social media platforms aligned with the overall digital marketing plan and brand messaging.
- 4.4 Engage with STARTTS' social media followers, responding to comments, messages, and mentions in a timely and professional manner, escalating issues to the Executive Support Manager when necessary.
- 4.5 Monitor and analyse social media performance metrics, including engagement, reach, click-through rates, and conversions, providing insights and recommendations.
- 4.6 Foster a positive and interactive online community by initiating and participating in relevant conversations and discussions.
- 4.7 Plan and execute paid social media advertising campaigns to increase brand awareness, reach targeted audiences, and drive specific objectives, such as training and event registrations and donations.
- 4.8 Use social media monitoring tools to track mentions, trends, and conversations related to STARTTS, its services, and industry topics, to inform marketing strategies and understand the audience's needs and preferences better.
- 4.9 Identify and collaborate with social media influencers, partners, and stakeholders.
- 4.10 Develop and implement a crisis management plan for handling potential social media crises or negative feedback.

- 4.11 Respond to sensitive or negative social media interactions professionally and promptly, coordinating with the Executive when necessary.
- 4.12 Curate relevant and shareable content from external sources to supplement STARTTS' social media calendar and enhance the organisation's thought leadership and credibility.
- 4.13 Establish an employee advocacy program for sharing STARTTS' content.
- 4.14 Provide guidelines and training to staff members on responsible social media sharing.
- 4.15 Develop and maintain social media guidelines and policies for STARTTS.
- 4.16 Stay updated on the latest social media trends, algorithm changes, and best practices to ensure a competitive edge and adapt strategies accordingly.
- 4.17 Support CEO in crafting effective social media messaging.

## **5. Reporting and Planning**

- 5.1. Provide regular progress reports on digital marketing efforts to the Executive, highlighting key achievements, challenges, and opportunities.
- 5.2. Participate in periodic performance appraisals with the Executive Support Manager, discussing performance goals, feedback, and professional development opportunities.

## **6. Personnel**

- 6.1. Contribute to the STARTTS strategic planning process and report on relevant Strategic Plan Key Performance Indicators (KPIs) pertaining to digital marketing activities.
- 6.2. Participate actively in the STARTTS Performance Management program and contribute to the development of an annual work plan that aligns with the organisation's Strategic Plan.
- 6.3. Participate actively and productively in staff and other team meetings.
- 6.4. Attend and participate in all training opportunities identified for the role and pursue other means of personal development.
- 6.5. Participate in identifying quality improvement initiatives/strategies.
- 6.6. Work to ensure professional and co-operative working relationships within own team and with other departments across STARTTS.
- 6.7. Liaise with and seek senior advice as required.

## **7. As a STARTTS employee you are expected to:**

- Have commitment to Human Rights, EEO, WHS and Safe Work Practices.
- Carry out the role and responsibilities in a manner that is consistent with delegations, policies, procedures, and operations systems of STARTTS and in line with STARTTS Code of Conduct.
- Maintain confidentiality and exercise discretion in relation to all STARTTS matters.
- Actively seek to improve skills and knowledge that will benefit the organisation.
- Project a professional image always.
- Undertake any other duties that may be required within the area of work.

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### **Equal Employment Opportunity and Staff Relationships:**

- STARTTS is an Equal Employment Opportunity (EEO) employer and encompasses its philosophy and practice.
- STARTTS rejects racism and sexism in all its forms and is committed to the elimination of racial and gender discrimination including direct and indirect racism and sexism, racial vilification, and harassment.

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### **STARTTS Workplace Policies**

You must observe and comply with the provisions set out in any and all written policy, practice or procedure of STARTTS. A breach of STARTTS' policies, practices and procedures may result in disciplinary action up to and including termination of your employment.

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### **Work Health & Safety Responsibilities:**

- Comply with STARTTS WHS policies and procedures.
- Work with due care and consideration to safeguard your own health and safety and the health and safety of others, and to report to your Supervisor any potential hazards, mishaps, incidents or injuries that may occur or become aware of during the course of work.

**Risk Management Responsibilities:** All staff have a responsibility to identify any risks (i.e., the chance of something happening that will have an impact on the objectives of the organisation) in the course of their work and to inform their supervisor, as per the *STARTTS Risk Management Policy and Program*.

**Smoke-free Workplace**

STARTTS is completely smoke-free. This means that smoking is not allowed in any STARTTS' buildings, vehicles or grounds, there are no designated smoking areas. As an employee you are required to comply with the 'Non-smoking' Policy.

I have read the **Digital Marketing & Communications Officer** Position Description, understand its contents and agree to work in accordance with the requirements of the position. I understand and accept that I must also comply with STARTTS' policies and procedures and can be required to work in any location under the jurisdiction of STARTTS.

I also agree to strictly observe STARTTS' policy on confidentiality of client information or such other sensitive or confidential information that I may come across in the course of my employment.

**Employee Name:** \_\_\_\_\_  
*Please print*

**Employee Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**CHIEF EXECUTIVE OFFICER: Jorge Aroche**

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**The review for this Position Description is due: November 2025**