**POSITION DESCRIPTION**

**Position Title:** Digital Communications Officer – 0.8FTE

**Location:**  Heart Research Australia

Remote Working and Central Office (1 day central office (currently North Sydney, 3 days remote)

**Reports to:** Communications and Corporate Manager

**The Role**

Reporting to the Communications and Corporate Manager, the Digital Communications Officer has a focus on the implementation of the organisation’s Digital Communications activities across a variety of platforms.

The role supports communications and public relations activities, coordinates REDFEB and 3rd party community fundraising events. The role supports the Communications and Corporate Manager to develop and deliver a range of engaging marketing materials including eDMs, web and social media content (including video), newsletters and annual reports. In addition role builds relationships with potential case studies, and influencers.

**Organisational Environment**

Heart Research Australia is a fundraising organisation focused on providing financial support for innovative heart research projects. Heart Research Australia supports, early career, mid-career researchers and PhD students in association with the Royal North Shore Hospital and the University of Sydney.

**Major Stakeholders**

Heart Research Australia interacts with a wide range of stakeholders whose support is critical to the organisation’s success. The Digital Communications Officer will be contributing to the maintenance of excellent relations with these individuals and groups at all times:

* Heart Research Australia Board and Volunteers
* Northern Sydney Local Health District Communications Department – based at Royal North Shore Hospital
* Marketing Department of North Shore Private Hospital
* Media Department of Sydney University
* Medical and administrative support staff of the Departments of Cardiology at RNSH and North Shore Private Hospital
* Heart Research Australia research grant recipients
* North Shore Private Hospital Executive and staff
* Heart Research Australia supporters/donors at all levels (individual and corporate)
* Heart Research Australia suppliers and traders
* Cardiac Rehabilitation team

**Our Core Values**

* Trust and Respect – for donors, community, researchers, medical specialists, employees and cultures.
* Integrity – we are honest, reliable and deliver our promises. We are flexible, tolerant and hold accountability.
* Cooperation & Collaboration – through teamwork, we can make an impact.
* Passion – we believe in first stage heart research and have confidence in researchers. We are driven, committed, engaged, creative and dynamic.
* Inspiration and Innovation – is encouraged and celebrated.

**Key Results Areas:**

**Tasks and Accountability**

Outlined below are the key areas of responsibility and associated tasks under the scope of this role:

**Marketing and Communication materials:**

* Provide content, editorial and operational support for campaigns
* Coordinate content, editing, design and publication of materials including the annual report
* Develop script and manage video production
* Develop and organise marketing collateral and brand stationery and order where needed

**Digital Marketing and Communications:**

Design and implement the digital communications activities:

* Develop project schedules for all activities, campaigns and events aligned with events and campaigns including campaigns from Direct Marketing Manager and Philanthropy Manager.
* Create and deliver engaging content including social media posts, blog posts, videos, emails and eNewsletters aligned with brand message, tone of voice and values;
* Maintain existing website pages and develop new pages, including blog posts, as required to drive web traffic and time on site;
* Monitor and respond to comments and messages on digital platforms;
* Maintain content plan timeline for the Heart Health Club
* Maintain private facebook page for Heart Health Club members

**Public Relations:**

Work with PR agency to implement a PR strategy for Heart Research Australia:

* Research and engage with media personalities, journalists and influencers
* Work with local stakeholders (e.g. RNSH or NSPH) to maximise opportunities
* Prepare key spokespeople for interviews – including talking point packs, pre-training etc to ensure quality of 'grabs' in media
* Maximise PR opportunities through sharing via digital mediums

**Events & Community Fundraising:**

* Support the delivery of Community events
* Manage Community Fundraising platform - Raisely to build community events
* Communicate with and support donors with relevant resources and materials, manage enquiries
* Support REDFEB campaign and related media activity to grow brand recognition and awareness.
* Support the completion of REDFEB post analysis including media reach, web traffic, and learnings.

Acquire, manage and build a database of case studies, ambassadors, social media influencers and corporate supporters

**Internal**

* Organise workload, prioritise and schedule activities to meet deadlines
* Work closely with the Fundraising team to support direct mail, donor newsletters, emails and all other marketing materials as part of the donor care cycle.
* Support Philanthropy Manager to engage and grow high level donors and potential bequest leads.

**Direct Reports**

* None

**Essential Criteria:**

Digital Communications focused, with excellent time and project management skills, the successful applicant will have an ability to work autonomously and as part of a small team.

* Strong understanding of digital media platforms (particularly paid advertising campaign management)
* Demonstrated skill developing engaging digital content
* Tertiary qualification or relevant experience in digital communications or relevant discipline
* Min 1 years’ experience in a digital communications, or marketing role
* Ability to research stories, conduct interviews and prepare articles for publication;
* Demonstrated superior written and oral communication skills;
* Demonstrated skill in the use of technology
* Proven ability to learn quickly and think quickly
* Results driven
* Excellent Project and Time Management skills
* Intermediate Microsoft Office skills (particularly Word and Excel)
* Excellent attention to detail
* Ability to multi-task and prioritise
* Ability to empathise and connect with patient supporters
* Experience working with external agencies

**Desirable Criteria:**

* Experience working in a not-for-profit environment
* Working knowledge of Campaign Monitor or other marketing platform
* Experience with Adobe creative suite
* Experience with WordPress