

Position Description: Digital Marketing and Communications Officer

**OUR
VISION:
EVERY
YOUNG
CHILD IS
THRIVING
AND
LEARNING**

Position Summary	
Title	Digital Marketing and Communications Officer
Classification and Level	Level 3 as per ECA Enterprise Agreement
Section	Marketing and Communications
Reporting to	Marketing and Communications General Manager
Delegation/Supervision	NA
Compliance Requirements	<ul style="list-style-type: none"> Working with Vulnerable People Registration and other background checks as required in accordance with ECA's policies
Date Approved	December 2023

About Early Childhood Australia

Early Childhood Australia (ECA) has been operating since 1938; we are a not-for-profit organisation with a national membership.

Our vision is 'every young child thriving and learning'. To achieve this vision, we champion the rights of all children from birth to the age of eight to thrive, learn and play at home, in the community, within early learning settings and through the early years of school. Our work builds the capacity of our society, including families and early childhood professionals, so that every child—regardless of location, household income or individual needs—can be nurtured to achieve their unique potential.

ECA acknowledges the unique place of Aboriginal and Torres Strait Islander peoples in our society, the past and current injustices and realities for them across Australia, and the enduring strength of their cultures and identities. We commit to being at the forefront of achieving a reconciled nation that values, respects and celebrates Aboriginal and Torres Strait Islander ways of knowing and being.

Everything we do is founded on our values:

Equity: We promote social empowerment and inclusiveness in how we work and what we do.

Integrity: Our work is based on evidence and expertise. It is always ethical and transparent.

Leadership: We are courageous in promoting the rights and interests of young children.

Respect: We value and esteem children, families, professionals and each other, always

ECA's Strategic Plan (2021-24) outlines the future direction of the organisation and what we stand for. It contains five strategic priorities:

1. **Speak up for young children:** Be a courageous advocate that amplifies the voice of young children, their families and those who work with them.
2. **Collaborate for impact:** Work collaboratively with others to champion the importance of the early years and improve outcomes for all children, particularly those at risk of disadvantage.
3. **Champion 'beyond quality' in early education:** Strengthen the capacity of services to be ethical, inclusive and effective in amplifying the learning outcomes and wellbeing of all children.
4. **Lead and inspire professional learning:** Lead the provision of quality-assured resources and learning opportunities for early childhood professionals.
5. **Be sustainable and effective:** Increase our effectiveness through innovation and improvement that is socially, financially and environmentally responsible.

ECA is also strongly committed to reconciliation, our current **Reconciliation Action Plan** can be found on our website: www.earlychildhood.org.au

Position Purpose

The Marketing & Communications team contributes to the purpose, vision and mission of Early Childhood Australia by raising awareness, building brand equity and marketing products and services, including ECA's range of professional learning, publications and other retail product offerings.

The Digital Marketing and Communications Officer is a key position within the Marketing and Communications team. Working across the organisation, the Digital Marketing and Communications Officer is responsible for implementing effective marketing and communication activities, including the development, implementation, and reporting of digital campaigns across a range of online touchpoints including but not limited to social media platforms, website, search engine, email, and video.

Reporting Structures

The Digital Marketing and Communications Officer reports to the Sales Manager and works closely with retail operations and other internal stakeholders.

Key Responsibilities

1. Marketing and Advertising

- 1.1 Develop and execute multi-channel marketing and advertising campaigns across email, social media, search, and display advertising, coordinating all stages in the process including briefing, development, and execution.
- 1.2 Utilise organic and paid content across digital channels to drive engagement and traffic, including social and search advertising
- 1.3 Analyse and optimise the customer journey from messaging to purchase and beyond and work to continually improve the customer experience to drive sales and to engage, grow and convert customers
- 1.4 Ensure all marketing activities and materials developed are in keeping with ECA brand and are relevant and engaging to the target market

2 Website and eCommerce

- 2.1 Administer eCommerce platforms, including the ECA SHOP website and other ECA websites (WordPress), Salesforce, Woo Commerce, Campaign Monitor, Google Merchant, Google Looker, CM Commerce, and supporting applications and activities and develop and implement strategies to drive sales and to engage, grow and convert customers.
- 2.2 Optimise the customer journey and experience from messaging to purchase and beyond and work to continually improve the user experience and maximise profitability.

3 SEO & SEM

- 3.1 SEO Optimisation: Identify and integrate relevant keywords into ECA's digital content to improve search engine rankings and visibility.
- 3.2 On-Page SEO: Optimise website, including meta descriptions, headers, and image alt texts to enhance user experience and search engine indexing.
- 3.3 Pay-Per-Click (PPC) Advertising: Create and manage Google Ads campaigns targeting specific audiences to promote ECA's services and events.
- 3.4 Performance Analysis: Regularly analyse campaign metrics, adjust strategies based on performance data to optimise campaign effectiveness and ROI.

4 Communications

- 4.1 Develop and post content across multiple channels, including but not limited to Socials (Facebook, Twitter, Instagram, LinkedIn), websites, EDMs, blogs, newsletters.
- 4.2 Support internal communication between staff, ECA Board, and ECA State/Territory committees – including scheduling and producing content for ECA Member and customer communications.

5 Reporting

- 5.1 Derive audience insights and analyse campaign data to optimise ongoing and future campaigns across channels, including email, social media, and search Research and monitor competitors and market trends to inform marketing decisions.
- 5.2 Track real-time data on the effectiveness of marketing campaigns to inform real-time adjustments, sales and future campaigns.
- 5.3 Produce regular marketing and sales reports to report on customer engagement, sales against targets and performance metrics for digital campaigns.

6 Teamwork and Administration

- 6.1 Maintain collaborative and constructive working relationships across ECA teams and contribute to a positive workplace culture.
- 6.2 General administration support, including project coordination, mailouts, data entry, printing and distribution of collateral, sourcing quotes, and general reporting.
- 6.3 Create & maintain databases, photo/video library and other data, including personal and financial data.
- 6.4 Undertake office administration and duties as required, supporting general managers, and working closely with other teams.
- 6.5 Support ECA advocacy and policy.

4. Other duties as required.

Selection Criteria

1. Relevant tertiary qualification or an equivalent combination of relevant experience and education/training.
2. Demonstrated marketing and communications experience across digital channels, including SEO and SEM, PPC, social media, email marketing, and display advertising
3. Demonstrated understanding and experience with digital platforms and tools, including Salesforce, Campaign Monitor, Google Ads, Google Merchant, Google Looker, CM Commerce, WordPress
4. Demonstrated analytical and market research experience and skills, including Google Analytics
5. Demonstrated experience in maintaining brand standards
6. Demonstrated ability to liaise and collaborate with internal and external stakeholders for positive outcomes.
7. Demonstrated initiative, attention to detail and proven high level organisational and time management skills, including the ability to manage workflows and balance competing priorities to meet deadlines.
8. Demonstrated ability to respond effectively to challenges, and to work effectively in a small, diverse and busy team environment.
9. Outstanding written and verbal communication skills
10. Demonstrated experience working with the Microsoft suite of products.
11. Commitment to continuous professional development

People with a disability, LGBTQI+ community members and Aboriginal and Torres Strait Islander applicants are strongly encouraged to apply. ECA is strongly committed to Equal Employment Opportunities and workplace diversity.

General Conditions of Employment

- The salary for this role is Level 3 of the ECA Enterprise Agreement, salary packaging is available
- The role is a permanent, full-time position.
- The role is based at ECA's National Office, Canberra.