

Position Description

Position Title	Digital Marketing Advisor
Portfolio	Advocacy
Reports To	Manager Marketing
Employment Type	Full-Time
Location	West Leederville

Team Overview

This role is within the Advocacy team, which is responsible for amplifying the voice and enhancing the profile and perception of WALGA and the Local Government sector, through contemporary internal and external communications, stakeholder relations (including member engagement and government relations), events and media.

Position Purpose

The Digital Marketing Advisor delivers digital marketing projects and activities that support WALGA's strategic plan, including the management of WALGA websites, electronic direct mail (EDM) campaigns and social channels.

Key Accountabilities

Marketing Advice	• Provide best practice marketing and campaign advice and support across the organisation • Support the planning, delivery, execution and optimisation of digital marketing initiatives • Manage relationships with stakeholders, including external partners, senior leaders, and team members, to identify marketing opportunities and support marketing, communication, and advocacy initiatives • Collaborate with team on research and insights required to support campaign objectives • Support strategic projects including MarTech, feedback/consultation programs, communication and advocacy initiatives, and issues management • Provide advice on digital content creation, including guidelines on word count, content layout for web pages, and maintaining an appropriate tone • Ensure all written content is optimised for digital platforms, enhancing readability and user engagement
------------------	---

Campaign Strategy and Delivery	• In partnership with external consultants, edit, manage, and maintain the WALGA website and other digital platforms • Liaise with and oversee the performance of external web development consultants • Provide guidance and support for the digital aspects of marketing strategies across various campaigns and portfolios • Collaborate with the marketing lead to develop, implement, and innovate sector-wide brand and marketing campaigns • Manage marketing activities across WALGA's website assets, social media channels and EDM capability • Where applicable, liaise with external suppliers to execute creative campaigns across multiple digital channels • Collaborate with the media and communications team on written content, placement and scheduling of digital content
Analytics and Reporting	• Provide tactical support to management and broader team including event coordination and digital insights collected from varying digital channels • Analyse digital data (campaign results, conversion rates, traffic etc.) and develop a regular, ongoing website and digital marketing performance report with a monthly frequency, to shape future digital marketing strategies • Develop new ideas and improvements for reporting and gathering data, across marketing campaigns, and communication and advocacy initiatives • Monitor ROI and KPIs from the annual marketing plan

Key Relationships

Who	Why
Internal	
Manager	• Escalate issues, make suggestions, and provide updates • Support project management • Receive advice and report on progress towards business objectives and future directions • Provide advice and contribute to decision making • Identify emerging issues/risks and their implications and propose solutions • Seek proofing and sub editing on content, where appropriate
Team	• Support a positive environment through teamwork, sharing knowledge and information, and supporting colleagues • Support a collaborative and inclusive work culture and balance the success of the organisation with individual and team goals • Foster a sense of unity and cooperation to achieve shared goals
Stakeholders	• Provide advice on marketing campaigns and strategy • Optimise engagement to achieve defined outcomes

	• Manage expectations and resolve issues
External	
Stakeholders	• Establish professional networks and relationships across other jurisdictions to maintain currency of issues, share ideas and learnings, and collaborate on common responses to emerging and/or developing issues • Engage in, consult, and negotiate the development, delivery, and evaluation of projects • Manage expectations and resolve issues • Communicate needs, facilitate routine business transactions
Supplier/Service Providers and Consultants	• Manage expectations and resolve issues with suppliers • Provide advice, manage and maintain relationships with digital suppliers • Communicate needs, facilitate business transactions, and resolve issues • Support contracts and monitor the provision of service to ensure compliance with contract and service agreements

Key Competencies

Knowledge and Experience	• Demonstrated experience managing and maintaining websites as a digital marketer, or similar • Proven experience and understanding of marketing strategy, campaign development and reporting • Experience using Kentico as a CMS system (<i>Desirable</i>) • Demonstrated experience using HTML and CSS • Demonstrated email marketing experience using platforms such as Mailchimp • Thorough understanding of marketing channels including traditional and digital marketing such as SEO/social media etc • Understanding of Google Analytics 4 (GA4), social media analytics and eDM reporting • Awareness of market research methods and application • Experience and awareness of marketing technology trends and possibilities • Proven experience in stakeholder management, particularly collaborating with internal stakeholders to support projects for subject matter specific campaigns and topics • Experience with using event management software i.e. EventsAir (<i>Desirable</i>) • Some experience building websites (<i>Desirable</i>) • A tertiary qualification in marketing, communications, mass communications, public relations or similar (<i>Desirable</i>)
Skills	• Customer-oriented interpersonal skills • The ability to influence and negotiate with stakeholders of varying expertise, clearly and with confidence

	• High level ability to use strong initiative and judgement to manage simultaneous and competing priorities through to completion with sound outcomes • High level attention to detail • High level communication and writing skills • Commercial awareness partnered with a creative mind • A strong team player who is proactive in generating team engagement and increasing collaboration within the team and with other teams • High-level ability to use digital platforms and apps, including CMS, CRM, social media and EDM solutions
Behaviours	• Collaborates with stakeholders to enhance service delivery processes and outcomes • Seeks out opportunities to apply strengths and skills • Delivers on own commitments and accountabilities • Applies critical thinking and creativity to analyse issues • Adapts change plans based on changing circumstances and feedback • Develops well-supported recommendations based on research findings, seeking support where needed • Communicates the organisations' positions and interests to stakeholders • Contributes to a future-focused mindset and provides input into strategic planning • Listen to, collects and responds to member and stakeholder feedback • Shows an awareness of the principles of Workplace Health and Safety and applies them by taking care and being alert about issues in the workplace • Support a culture of openness regarding mental health and well-being, encouraging fellow employees to seek help when needed
Values	Ability to demonstrate and apply WALGA's values. • Respect - We act honestly, with integrity and respect • Excellence - We strive for excellence and an environment of continuous improvement • Accountability - We take responsibility and work openly and transparently • Collaboration - We value strong relationships and partnerships • Curiosity - We encourage a spirit of enquiry, and an innovation mindset