



Position Description

Digital Marketing Specialist

Reporting to:	Marketing and Communication Manager
Direct reports:	Nil
Location:	Autism CRC, University of Queensland, Long Pocket Precinct 80 Meiers Road, Indooroopilly QLD 4068
Hours of work:	Full time
Probation period:	Four months
Contract period:	12 months

Background

Autism CRC is the world's first national cooperative research centre focused on autism. We are taking a whole-of-life approach to autism focusing on diagnosis, education and adult life.

Autism CRC is jointly funded by the Commonwealth Government, universities and industry and is currently seeking an exceptional candidate to undertake the role of Digital Marketing Specialist in the Marketing and Communication Team for a period of 12 months. This full-time role reports to our Marketing and Communication Manager.

Key responsibilities

- Manage all content on the corporate website and project websites, using Drupal 7 CMS, editing functionality using Bootstrap 4 HTML, and updating content for display on mobile devices.
- Develop and implement multi-faceted digital marketing strategies for multiple products and resources to reach distinct target audiences.
- Manage Google Ads campaigns through a contracted digital agency.
- Design assets for websites, social media and online and print marketing collateral using Adobe Illustrator, Adobe Photoshop and Microsoft Office programs.
- Produce and distribute eDMs, including managing and uploading all content and images, using Marketing Cloud.
- Produce online forms for registrations, events, and applications in Form Assembly.
- Create and manage contacts, campaigns, files and reports in Salesforce CRM.
- Advanced analytics and reporting in Google Analytics to show user behaviour flow, CTR, acquisitions, bounce rates, exit rates and conversions.



- Reporting in Google Ads to show CTR, impressions and page ranking.
- Intermediate video editing for corporate videos and social media content.

The person

Qualifications and Experience

- Tertiary qualifications in graphic design, multimedia or a related degree
- At least five years' professional experience in a digital marketing role.
- Strong understanding of how to create engaging content for digital channels.
- Proficient website content management experience using Drupal CMS (or equivalent), HTML, CSS and Bootstrap.
- Advanced experience in designing eDMs, creating content for desktop and mobile layouts, sending campaigns, and reporting on email sends.
- Advanced graphic design skills to produce content for a variety of digital and social media channels, using Adobe Creative Cloud.
- Strong understanding of Level-AA accessibility requirements when producing digital assets and online experiences for users.
- Preferred experience in the autism community, as a person with the lived experience or who has worked in this community.

Judgement and professionalism

The incumbent will exercise sound judgement in areas of his/her expertise with a commitment to continuous professional development and improvement.

Culture and attitude

Contribution to a culture within Autism CRC Ltd which stimulates a positive attitude and enthusiastic atmosphere through all levels of the workforce, by:

- Commitment to inclusive practices
- Leading by example
- Establishing clear expectations of behaviour and conduct
- Setting clear individual work goals
- The regular feedback of performance to employees at all levels
- Encouraging staff to participate in changing the ways in which jobs are done
- Listening to the comments, criticisms and suggestions of employees
- Celebrating success and recognising individual contributions

General

Promotion of the good standing of the Autism CRC in the local and wider autism community by the adoption of a professional, inclusive, respectful and co-operative approach when dealing with others.



Quality assurance

To maintain a high level of quality control in all Autism CRC Ltd activities in accordance with quality assurance standards implemented by the Autism CRC. Assisting in the identifying and recording of any problems and non-conformance relating to the product, procedures and quality management system and recommending solutions and verifying their implementation.

Workplace health and safety

Ensure that the Autism CRC's obligations under the current legislation are observed and that all activities are undertaken in a safe and responsible manner.