



Position description

Position title	Digital Marketing and Communications Coordinator
Department	Communications
Position reports to	Manager, Communications
Positions that report to this position	N/A
Type of employment	Full-time
Location	The Royal Children's Hospital Foundation, 48 Flemington Road, Parkville

<p>The Royal Children's Hospital Foundation</p> <p>Founded in 1989, The Royal Children's Hospital (RCH) Foundation is the fundraising arm of the RCH, one of the world's leading children's hospitals. The RCH Foundation has the vital role of raising and distributing donated funds to the hospital. While a legally separate organisation, the RCH Foundation works closely with the RCH in achieving its vision.</p> <p>The people of Victoria love the RCH and in giving to the RCH Foundation, whether through linked fundraising appeals like the Good Friday Appeal or RCH Auxiliaries in their community, they feel a great ownership. As a result of this ownership and the fact that the RCH Foundation is therefore a custodian of these donated funds, the RCH Foundation takes seriously its role for and on behalf of those donors.</p> <p>Generous community support helps to sustain the hospital's role as international leader tackling some of the world's biggest health issues, and the RCH Foundation supports a vast network of fundraisers and donors. Donated funds drive the hospital's growth, are utilised for purposes of medical excellence, and support only the most innovative, life-changing programs and initiatives – that would otherwise not exist - in the areas of research, leadership, training, technology, equipment, and patient and family centred care.</p> <p>VISION</p> <p>We are the RCH Foundation, and we are changing the future of children's health. Our vision is that the RCH, founded in philanthropy, supported now and in the future will have the capacity to transform health care for children and young people.</p> <p>MISSION</p> <p>We inspire our community to invest in the hospital's future by supporting care, treatment, research and learning that will improve the lives of young people and their families.</p> <p>STATEMENT OF IMPACT</p> <p>The hospital will become a global centre of excellence in the care and treatment of the sickest and most vulnerable children and young people. With the support of integrated research programs, great academic leadership, and first-class staff, it will truly be known for its impact on childhood disease, nationally and internationally.</p>



PURPOSE OF POSITION

The Digital Marketing and Communications Coordinator sits within the Communications and Creative Department, and plays a key role in supporting communications and fundraising objectives by developing engaging, data-driven social media and digital content which inspires existing donors, and converts new audiences, leading to greater support of the RCH.

Work performed:

This role is responsible for the strategic and day-to-day management of the RCH Foundation's social media and digital presence, including the creation of engaging written, video and multimedia content for the organisation's online platforms.

Drawing on strong analytical and storytelling expertise, this role works closely with the Supporter Relations Team to develop digital fundraising and engagement campaigns, strategies, content and metrics to reach ambitious fundraising targets, and to ensure the RCH Foundation remains relevant and competitive in reaching existing and prospective donors and communities online.

Working in a small, fast-paced team, this role provides a high level of variety, and requires a great level of flexibility.

Challenges and problem solving:

- Operating in a hands-on role, while also inputting into and aligning with the overarching vision
- Ability to bring creative approaches to cyclical campaigns, while working within lean means
- Ability to bring research, clinical and patient stories to life to inspire online engagement and donations
- Aptitude for undertaking ward visits to meet families and share their stories with the utmost respect and sensitivity, including in support of major campaigns such as the Good Friday Appeal
- Bringing patience and diligence to overseeing complex approvals and stakeholder relations
- Ensuring all communications are 'on brand' and 'on message', despite varying audiences
- Communicating the importance of this new role to stakeholders who may be unfamiliar with digital marketing and strategies
- Working with the team to identify ways to improve processes and procedures to ensure efficiency.

Decision-making:

Under the direction of the Manager, Communications, the Digital Marketing and Communications Coordinator will proactively take responsibility for the end-to-end development of content and approvals, working with teams across the organisation to support fundraising, philanthropy and awareness raising goals and objectives.

Key stakeholder engagement:

Internal

- The RCH Foundation Fundraising Department – support the delivery of fundraising initiatives and donor engagement opportunities in line with the 2030 Strategic Plan
- The wider RCH Foundation team – act in accordance with the organisation's values, and join in our flexible, supportive and passionate working environment with good humour and a positive attitude
- The RCH – develop and maintain good working relationships with hospital departments, campus partners, patients and families, ensuring smooth communications and increased awareness of the RCH Foundation.

External

- RCH Good Friday Appeal – foster a strong relationship with the Good Friday Appeal team, and support the development of content which brings the appeal's impact to life
- Suppliers and contractors – ensure relationships are well managed and deliverables are met on time and within budget
- Local and national networks – play a role in building connections between the RCH Foundation and the wider health, fundraising, volunteer, not-for-profit and corporate sector
- Partners and stakeholder groups – represent the RCH Foundation where required.

KEY ACCOUNTABILITIES

Organic Social Media Management

- Develop, implement and manage multiple social media channel strategies and content schedules (including Facebook, Twitter, Instagram and LinkedIn)
- Create, curate, publish and monitor social media content and campaigns to maximise community engagement and drive web traffic/web-generated donations
- Provide social media advice to campaign and project communications plans
- Monitor and manage the online community and escalate as needed
- Remain informed of, and in sync with, the latest trends and insights to ensure the RCH Foundation's channels and content are relevant and competitive
- Input into guidelines, protocols and risk management frameworks.

Digital Marketing, Content and Campaign Development

- Develop a social media and content strategy in line with the strategic plan
- Develop, create and publish engaging written and video content for the website
- Oversee the development of new web platforms linked with the strategic plan
- Work collaboratively with the Supporter Relations team to input into work delivered by the digital agency, including ensuring organic content aligns with paid campaigns
- Work with the Creative Team to create innovative visual communications and multimedia content which: brings long-form publications to life on digital platforms; creates a consistent narrative; makes a compelling case for support; and clearly articulates the impact of donor and community giving.

Website Management

- Oversee all web content to ensure consistency of voice and alignment with organisation and fundraising goals and objectives
- Manage the relationship with the web agency, with support from the Manager, Communications
- Contribute to strategic projects, such as web development projects.

Reporting

- Develop and present detailed monthly website and social media reporting using Google analytics, Facebook insights and other analytical tools to ensure KPIs are met, and content is data-driven and relevant.



- Personal and Team Development**
- Enthusiastically embrace variety in the role; working on large complex projects, and smaller, simple ones
 - Work with the team to develop systems and procedures where appropriate
 - Embrace our team culture of always seeking new opportunities to innovate.

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

- Essential**
- Degree in marketing, communications or similar
 - Minimum two years' experience in a hands-on digital marketing/social media/communications role
 - Proficiency in using Google Analytics for developing insights and reporting, and tailoring content to audience needs and interests
 - Experience creating and implementing paid social campaigns
 - Experience using a standard CMS such as WordPress
 - Experience leading, or working with designers to create visual communications and multimedia to bring storytelling to life
 - Willingness to commit to the mission and values of the RCH Foundation.
- Desirable**
- Experience in a fundraising or other NFP organisation
 - Experience working with a digital agency to create impact-driven content and campaigns
 - Experience leading the development of video content.

KEY SELECTION CRITERIA

- Demonstrated experience having developed and executed a comprehensive multi-channel social media strategy, ensuring alignment with organisational goals and optimising content for diverse platforms (Facebook, Twitter, Instagram and LinkedIn)
- Demonstrated experience innovatively implementing creative social media campaigns aligned with organisational vision, resulting in positive outcomes such as increased leads, memberships, and program engagement
- Strong analytical skills to interpret data and audience insights, informing the development of data-driven campaigns and strategies for enhanced audience engagement
- Demonstrated ability to produce outstanding written content, with a flair for crafting compelling copy for marketing collateral, content and various online platforms
- Experience delivering and/or working with designers to create visual communications (i.e. animations, illustrations) and multimedia which creates impact, simplifies messaging and generates cut-through online
- Relevant program and software experience and knowledge linked with the requirements of the role (i.e. CMS and scheduling software expertise)
- Capacity to successfully maintain positive working relationships with internal and external stakeholders, fostering effective collaboration and contributing to positive team dynamics and project outcomes
- Experience working with complex approval processes to create content.

TERMS AND CONDITIONS

- Employees are required to undertake a National Criminal Record Check and a Working with Children Check prior to commencing employment



- Employees are required to maintain a valid Working with Children's Check throughout their employment
- It is a condition, and inherent requirement, of your employment that you are, and remain, fully vaccinated against COVID-19
- The position is offered as a fulltime position. There will be a 6 month probationary period
- There will be a requirement to work outside of normal hours on limited occasion for fundraising events and activities. Allowance is made for reasonable time-in-lieu
- Flexible working hours and conditions are offered, including a hybrid working model.

IMPORTANT INFORMATION

VALUES

Integrity - Moral, Ethical, Honest, Transparent and Trustworthy

- We show integrity in all our interactions.
- We build trust with our communities by being transparent and by respecting our donors, suppliers, and colleagues.

Gratitude - Gratitude and appreciation guide what we do

- We are grateful to work in an organisation where young lives are being changed.
- We appreciate the generosity of our donors, the support of our colleagues and the respect of our community.
- We are grateful for the love the community demonstrates for our children.

Innovation - Change and creativity are central to who we are

- We empower each other to explore new ways to innovate and change.
- We support medical innovation, and we enable the RCH to break new ground.

Excellence - Beyond best practice

- We hold ourselves to the highest standard.
- We are professionals in our field with a burning desire to pursue excellence.
- Our action orientation coupled with reflective practice drives growth and leads to significant impact for the hospital and our donors.

The RCH Foundation is committed to a diverse and inclusive workforce. We encourage applications from Aboriginal and Torres Strait Islander people, people from culturally and/or linguistically diverse backgrounds, all members of the LGBTQI community and people with disability.

AGREEMENT TO THIS POSITION DESCRIPTION - to be filled out by the successful applicant

Signed for and on behalf of Ryan Brown, Acting Chief Executive Officer Ryan Brown, Acting CEO	Signed by the Appointee
Position description last updated	January 2024