

Digital Communications Coordinator

POSITION DESCRIPTION

GENERAL

The Digital Communications Coordinator will conduct the duties outlined below within the framework of the aims, objectives, policies and procedures of Financial Rights Legal Centre (the Centre).

REPORTING RELATIONSHIP

The Digital Communications Coordinator sits within the Policy & Communications Team and reports to the Senior Policy and Communications Coordinator.

DUTIES

Digital Communications and Resource Development

1. Assist with developing and implementing Financial Rights' digital communication and engagement strategies.
2. Develop, edit and publish content for a variety of digital channels, including the website, social media, newsletters, adhering to Financial Rights' brand guidelines to ensure that messaging is consistent across all relevant touch points.
3. Create basic graphics and edit photos for use in social media campaigns, working with external graphic designers when necessary.
4. Research creative ideas and innovative ways to deliver digital campaign content and keep up to date with the latest market trends.
5. Develop, edit and publish content for a variety of resources such as the Financial Rights Annual report, posters, bulk emails and other stakeholder engagement materials, adhering to Financial Rights' brand guidelines to ensure that messaging is consistent across all relevant touch points.
6. Assist with embedding Financial Rights' new brand guidelines across the Centre.

Website Management

1. Proactively manage and facilitate the updating of website content to ensure information is up to date and engaging.
2. Manage website content edits, refresh and updates. Serve as a liaison with web developers and coordinate staff subject matter experts for content creation.
3. Embed SEO best practice, review and optimise Google keywords.
4. Coordinate regular website meetings.
5. Define and set up KPIs for website management, embed good practice for monitoring website feedback.

6. Develop and undertake user-feedback surveys, interviews or focus groups for our website.

Project Management

1. Undertake end to end project management for projects as allocated, including the development of the annual report, website update projects and other prioritised projects.
2. Collaborate with cross functional teams and external vendors to ensure projects are delivered on time and within budget.
3. Address and/or escalate issues promptly to ensure swift resolution and maintain project momentum.

General Professional Duties

1. Work with the Policy & Communications team to build relationships with internal and external stakeholders to support the promotion of the Financial Rights Legal Centre and its mission.
2. Maintain professional knowledge and continue to develop knowledge and expertise in relation to professional.
3. Participate in the general administration of the Centre as required, including participating in appropriate sub-committees and preparing materials for internal meetings as required.
4. Proactively put forward and execute ideas for continuous process improvement.
5. Other duties as required.

END