

Role description

Digital Content Manager

Reports to	Senior Manager, Strategy and Operations
Location	Work from home (Australia-wide)
Type of employment	Ongoing or fixed term
Full time/Part time	Full time (flexible)
Salary range	\$95,000–\$115,000 p.a. plus 9.5% superannuation

About AERO

The Australian Education Research Organisation (AERO) is Australia's national education evidence body. AERO is working towards excellent and equitable outcomes for all children and young people by generating and making high-quality evidence accessible, and enhancing the use of evidence in Australian education.

AERO is a not-for-profit company owned by education ministers and operating under the governance of an independent Board.

Primary purpose of the role

The role is responsible for the day-to-day running and maintenance of AERO's website and social media presence.

Accountabilities

- Facilitate, edit, deliver, and publish quality content for the AERO website, social media and other digital channels and ensure it is user-centred, explains complex information in simple, easy-to-understand language and aligns with the organisation's brand and key messages.
- Proactively review, report on and improve the AERO website and social media presence, and deliver projects to enhance the functionality of the website and to improve the organisation's communication processes and materials.
- Write multimedia promotional content for a range of communications channels to promote the work of the organisation and support the broader communications function. Content may include briefs, scripts, talking points, media releases and other written content where needed.
- Develop and deliver multimedia production projects to ensure the final product achieves best practice for digital content.
- Apply project management skills and adhere to processes that support the delivery of content for multiple projects simultaneously while working to clear deadlines.

Key challenges

- Translating complex information to meet information needs of different audiences
- Delivering high quality work in a high-volume environment with competing demands
- Taking initiative in anticipating communications needs in collaboration with internal stakeholders
- Maintaining up-to-date knowledge of digital communication and editorial practices

Key relationships

Manager

- Keep informed and ensure proposed work is well aligned with AERO's priorities.
- Consult on matters that are sensitive and /or contentious to agree on a suitable way forward.
- Compile and report on AERO website and social media analytics.

Communications and Media Manager

- Collaborate to ensure overall strategic communications approach is implemented on website and through social media.
- Assist to provide support for the CEO including preparation of communication materials for speaking engagements.
- Be a contact point for media as needed.

Designer

- Collaborate to ensure that everything published on the web meets accessibility standards.

Cross-AERO website team

- Collaborate closely with colleagues to develop content, project plans and procurement requirements.

Research team

- Be the first point of contact for all web requests and collaborate closely with colleagues to develop web pages and social media content for new publications and resources.

External stakeholders

- Establish effective working relationships and communication with key external stakeholders and service providers for collaborative engagement in projects and initiatives.

Behaviours

Ambition: Shows desire and determination for contributing to achieving the organisation's goals and engaging in continuous learning and organisational improvement.

Collaboration: Works with others internally and externally to jointly solve issues and problems and help achieve organisational goals.

Integrity: Complies with legislation, policies, guidelines and codes of conduct and behaves in an honest and ethical way.

Rigour: Applies relentless attention and care to ensure work is of the highest standard.

Diversity: Is respectful of difference of background, opinion and experience and contributes their own in order to contribute to achieving excellence in meeting the organisation's goals.

Inclusivity & accessibility: Contributes to ensuring diverse perspectives and talents are embedded in the work of the organisation. Provides useful and succinct information, in formats that are easy to access and use.

Openness & transparency: Builds trust in key relationships by being honest, sharing expertise and supporting new ideas. Welcomes scrutiny of work to ensure the organisation meets external requirements.

Essential requirements

- Tertiary qualifications in communications, media or similar; or equivalent experience
- Demonstrated experience using large, complex content management systems (CMS) and platforms for publishing and maintaining content, as well as a range of social media platforms
- Editorial experience in developing and reviewing online content to meet tone and style guidelines and brand requirements, and a strong eye for detail
- Ability to write in plain English with good understanding of best practice in writing for the web
- Demonstrated ability to analyse and report on the performance of websites and proactively recommend improvements
- Strong interpersonal and communication skills to foster and maintain positive professional working relationships with colleagues, as well as with a variety of stakeholders

Preferable

- Experience working in the education sector in Australia