

Position Title: Digital Marketing Specialist – ecommerce	Entity: Indigo
Reports to: Marketing and Communications Manager	No of Direct Reports: 0
Industrial Instrument / Job Level: Tier Specialist	Primary Location: Nedlands
Position Requirements	
<p>Primary Purpose</p> <p>This role is responsible for planning and delivery of multi-channel digital marketing activities and campaigns to achieve Indigo business objectives, including promotion of Indigo’s National Equipment Database (NED). The Digital Marketing Specialist will deliver initiatives to promote Indigo products and services, drive customer awareness and engagement, and stakeholder promotions.</p>	
<p>Key Accountabilities/Responsibilities</p> <p><u>Health Safety Wellbeing & Environment</u></p> <ul style="list-style-type: none"> • Role model and comply with all health, safety and hygiene policies, systems, and OH&S legislation to maintain an appropriate working environment • Ensure all incidents, accidents, injuries, hazards or property damage are reported and managed. Identify and implement safety improvements working collaboratively with the Work Health and Safety program. • Contribute to developing and nurturing a culture that supports wellbeing. <p><u>Functional – (Digital Marketing and e-commerce)</u></p> <ul style="list-style-type: none"> • Design, implement and perform analysis of integrated content and marketing strategies, campaigns and promotional calendars for the Indigo online platforms, in particular the National Equipment Database (NED) platform. • Manage website SEO activity and SEM strategies with a view to optimising paid media and grant budgets. • Create and execute multi-channel Digital Marketing campaigns including A/B testing, segmentation and remarketing activities. • Manage multiple social media accounts across several platforms including planning, implementation and analysis of campaigns. • Work with the Marketing team on additional promotional campaigns to support digital activity. • Data and performance analysis of activity and maintenance of tracking dashboards • Work with the Marketplace and eCommerce team to develop, document and maintain eCommerce templates. • Explore opportunities to leverage stakeholder promotions within platform environment. <p><u>Strategic</u></p> <ul style="list-style-type: none"> • Contribute to, and demonstrate by example, the vision, mission and values • Maintain a strong network across the industry and relationships with suppliers, regulators, customers and other external stakeholders • Ensure project deliverables are met including timelines, budget and quality indicators • Contribute to the creation and implementation of the Group’s overall long term strategy and annual business plans (i.e. think strategically about the group and the organisation). • Contribute to driving and enhancing long term organisational sustainability and performance 	

- Lead, participate and/or engage in all activities that relate to Group strategic initiatives and key issues
- Identify and implement improvement opportunities within the Group and participate in continuous improvement of the wider organisation by recommending sensible changes and communicating issues that may affect the organisation

People & Culture

- Demonstrate collaborative behaviour across the organisation to contribute to ensuring 'one organisation' where multifunctional team performance is optimised.
- Participate actively, and work closely and constructively, with colleagues in the leadership team to deliver integrated business outcomes
- Ensure cultural optimisation through engaging in fit-for-purpose cultural programs and embedding these within the team and organisation
- Respect and value the diversity of the workforce by helping to prevent and eliminate discrimination in the workplace

Budgeting & Administration

- Manage and report on performance against budget
- Develop, manage, and report on functions of responsibility
- Meet revenue and activity based KPI's
- Ensure all operational and administrative processes are undertaken in accordance with established policies and procedures and associated processes are maintained and accessible in appropriate formats and designated locations

Key Performance Indicators & Measures

Indicators of effective performance in the position. KPI's are to be SMART goals. They are identified in the PDR to be specific to the individual teams and the position in a specified point in time. .

Key Relationships

Key positions or groups with whom the individual will interact to perform the work of the position.

Internal

- Leadership team
- Marketing Team
- Business Solutions / Market Place & eCommerce

External

- Consultants and advisors

Key Behaviours

Behavioural competencies or 'behaviours' are effectively attributes we display as we carry out our work, and 'how'. Below identifies **KEY** competencies (**6-12 key to the role**) integral to the success of this position and the organisation. For this job classification level key competencies critical for success will primarily be in Operational Behaviours.

Strategic Behaviours

☒ Innovation & Creativity

Leadership Behaviours

- ☒ Adaptability/ Agile Approach
- ☒ Building Customer Loyalty
- ☒ Digital capability
- ☒ Stakeholder engagement

Operational Behaviours

- ☒ Marketing & Comms
- ☒ Communication
- ☒ Demonstrates Initiative
- ☒ Organisation & Self -Management
- ☒ Results Focused
- ☒ Teamwork

General Assessed			
Impact	Technical / Professional Knowledge	Job Fit	Organisational Fit
Work Related Requirements			
Knowledge & Skills (Social, Personal & Technical) & Equipment <ul style="list-style-type: none"> • Experience in creation, management, analysis and reporting of e-commerce/digital marketing strategies across multiple channels. • Experience in SEO/SEM campaign management • Sound digital analytical skills and working knowledge of relevant tools • Demonstrated skills in social media channel management and campaign delivery • Sound working knowledge of CMS and e-commerce platforms • Experience in content strategy development • Strong time management, project management and organisational skills with the ability to prioritise and meet deadlines • Capability to build relationships, effectively negotiate and influence others 			
Work Experience <i>The type and extent of previous work experience that is necessary to perform in the position</i> <ul style="list-style-type: none"> • Demonstrated experience in the delivery of e-commerce and digital marketing strategies and campaigns • Experience in web analytics, site optimisation and paid promotional activity • Experience in content strategy development and delivery • Demonstrated ability to deliver outcomes aligned with organisational strategic goals 			
Qualifications <ul style="list-style-type: none"> • Tertiary qualifications in Marketing or similar disciplines or significant relevant industry and positional experience. • NDIS Worker Screening Check 			
Extent of Authority Authority to act within the scope of your position to perform the objectives and requirements of your position as identified within this Position Description and as directed by your Leader. The extent of the authority may alter from time-to-time at the direction of your Leader.			
Prepared & Approved By: Kate Murray, Marketing and Communications Manager Date Reviewed/Modified: 6/02/2024 Reviewed by Nof Hilal *All PDs should be sent to P&C for approval and uploading to SharePoint			
Related Documents: PD Work Instructions, Behaviours Guide			
Risk Assessed Role (NDIS Worker Screening Check) NO Date the role was assessed: 14/11/2022 Assessed By: Lisa Karabin, People & Culture Manager <i>*Will depend on the role</i>			