

Digital Media Officer



Role Purpose

Working under the direction of the Communications Manager, the Digital Media Officer is responsible for the key digital communication outputs of Beyond Zero Emissions, which includes creating and publishing content, social media management, implementing paid digital marketing and community engagement.

This is an ongoing position, available as either full time or part time 4 days a week. Our Head Office is located in Melbourne, however we are open to remote candidates located in other parts of the country.

Key Responsibilities

Digital media management:

- **Develop social media strategy and delivery plans** to ensure that project objectives are reached (e.g. social media campaigns to build community engagement around key research publications or engagement initiatives)
- **Continuously test, iterate and optimise** to build reach and engagement around key BZE areas of impact
- **Build and maintain BZE's digital presence** by planning a content calendar and posting regular, relevant, meaningful content across BZE's social media platforms (Facebook, LinkedIn, Instagram).
- **Engage directly with our digital audience**, responding to comments etc and moderating discussions in line with BZE's voice and values
- **Keep social media protocols and guidelines up to date**, and monitor staff and volunteer posts to manage how BZE is represented on digital platforms
- **Update website content as needed**, including structural changes, adding or refreshing content

Content creation:

- **Create digital content**, including copywriting and graphic design, support the development of messaging where appropriate
- **Produce videos**, including contributing to script writing, coordinating film shoots, video editing, post production and quality assurance
- **Upload videos to video platforms** (including Vimeo, YouTube and social media) using best practices and in a way that contributes to project objectives
- **Contribute to the design of** key publications and other documents
- **Support consistent branding and 'visual voice'** on BZE print and digital design outputs
- **Commission and manage external design teams**, including volunteers on a range of digital and print outputs as required (e.g. socials tiles, print ads etc.)

Image management:

- **Maintain the BZE image library**, sourcing new content as needed, ensuring images are tagged and stored in with permissions/rights clear in line with best practice
- **Sourcing new images for use across BZE's content** (print, online, advertising etc)

Marketing & community engagement:

- **Produce regular newsletters and electronic direct mail campaigns**, including set-up and send in Hubspot as well as replying to emails (requests / concerns) from supporters/recipients
- **Implement social media and web ad campaigns**, including Google Ads, Meta and LinkedIn in line with campaign objectives
- **Manage invoicing** for digital campaigns and report on spend in monthly digital report or to fundraising team
- **Support online delivery of BZE webinars** (e.g. setting up webinar platform, supporting during event and post-production activities to publish online and share to audience, as needed)

Project management:

- **Manage digital activity on projects** in line with related comms work so that projects run smoothly and the desired outcomes are achieved
- **Lead video and photo shoots** including organising shoot (subjects, location etc), videographers and photographers, post production etc and deliver to project brief, budget and schedule
- **Manage volunteers** on comms projects

Monitoring and Reporting

- **Regular monitoring of website, email and social media analytics** to evaluate the effectiveness of strategy and content, and use these insights to optimise digital campaigns as they are being executed to maximise effectiveness and impact.
- **Compile monthly, quarterly and annual digital media reports** assessing digital platform performance including website, socials, EDM, webinars. Assess performance in line with objectives and identify learnings to apply as part of a continuous improvement process.

Key Selection Criteria

Experience and Qualifications

1. Knowledge and a minimum of 2 years' experience in digital marketing, online publishing, digital media platforms and trends, community management, audience-centric storytelling and experience in cross-format content creation to drive reach and engagement.
2. Bachelor's degree in Communications and/or Marketing (*desirable*)

Skills and Technical Expertise

1. A demonstrated understanding of the fundamentals of digital communications, including content ideation, basic graphic design, basic video production, writing good copy for social media and websites.
2. Proficiency in posting / advertising / content creation / CRM / CMS for digital platforms including Webflow, LinkedIn, Facebook, Instagram, Google Ads, Hubspot, Canva, YouTube, Zoom, Google Tag Manager
3. Experience in creating reports using relevant statistics from Google Analytics, Facebook, Instagram, LinkedIn, Google Ads, Hubspot, YouTube, tracking performance against objectives
4. Experience in the setup and integration of tracking and other marketing data across platforms
5. Demonstrated strong writing skills across various mediums
6. Proficiency in graphic design and video editing using software such as Adobe Creative Suite
7. Ability and interest in volunteer management
8. Experience working in collaborative environments with capacity to adapt style to others
9. Demonstrated time management skills, with experience delivering on time and to schedule and ability to prioritise demands
10. Demonstrated ability to be self-motivated, resourceful and creative in problem solving
11. Experience in project management, including tracking deadlines, collaborating with internal teams, stakeholder engagement and project administration
12. Desirable but not essential: video editing expertise, familiarity with Adobe Premiere Pro

Personal Attributes:

1. Commitment to Beyond Zero Emissions' vision and purpose together with an understanding of, or interest in, climate action and Australia's transition towards zero-emissions.
2. Confident communicator – both written and visual – who is eager to learn and unafraid to do so on the job.
3. Proactive with the ability to take initiative, work autonomously and efficiently manage competing priorities to meet deadlines in a dynamic environment where circumstances and priorities can change rapidly.
4. A team player with a can-do attitude who is always willing to pitch in, with an ability to represent Beyond Zero Emissions positively when working with a wide range of people.

Our benefits

1. An exciting and supportive work environment to help bring out your best. You'll be joining a focused and friendly team who celebrate each other's achievements.
2. Flexible work arrangements to help balance your work and life.

3. Enjoy five weeks of paid annual leave, including extended office closure over the end of year public holiday cluster.
4. Three days of paid Professional Development Leave each year, and two days of paid Volunteer Leave per year, including support to find an opportunity that suits your interests and builds your understanding of volunteering.
5. Free and confidential Employee Assistance Program to support wellbeing.

To apply

Applications should be submitted via the BZE website and Include:

- Your current CV
- A cover letter detailing your experience and interest in joining BZE
- A portfolio or samples of your written and digital media work.

Applications will be reviewed as received so apply asap!

Beyond Zero Emissions is committed to creating a diverse and inclusive workplace and encourage applicants from all backgrounds, including Indigenous and Torres Strait Islander people, LGBTQIA+ individuals, people from diverse cultural and linguistic backgrounds, and people living with disability.