

# Stopping Family Violence (Inc.)

## Position Description



### Position details

<b>Position</b>	Digital Marketing Coordinator
<b>Position Type</b>	Temporary Part Time – 16 hours per week
<b>Award</b>	Social, Community, Home Care and Disability Services Industry Award 2010
<b>Remuneration</b>	TBC in line with qualifications and experience
<b>Direct Reports</b>	Nil
<b>Reporting To</b>	Operations Manager, Stopping Family Violence
<b>Location</b>	City West Lotteries House

### Position Purpose

The Digital Marketing Coordinator will provide support to the organisation across all digital platforms including social media, website, online event calendars and registrations and online marketing platforms such as campaign monitor.

### Stopping Family Violence

Stopping Family Violence was formed on the belief that everyone deserves to live without fear of violence. The organisation's purpose is to drive the social change that we believe is necessary to put an end to family and domestic violence.

Stopping Family Violence works to keep women and children at the core of everything we do. For us, it is vital that that all responses to FDV work to enhance safety and reduce risk for those experiencing FDV. We do this by focusing upon the cause of harm which all too often is men in our community. It is only through changing men's behaviour that we can hope to end family and domestic violence.

Stopping Family Violence works to drive this change by engaging with men (and the services that support them) to help foster the changes that are necessary for them to stop choosing violence and to encourage alternative ways of behaving, by working with children and young people to address the trauma they have experienced as a result of FDV and teach them about the value of positive relationships, by working with organisations who support men to change violent behaviours, and by working with the entire community to change perceptions about family violence and encourage us all to stand together and stand up for anyone they believe may be in danger.

We do this work through pilot programs and action research, delivery of training programs within and across sectors, provision of counselling and supervision, by supporting organisations who provide men's behaviour change programs or who may engage men who are violent and by working in the community to raise awareness and change perceptions.

Stopping Family Violence also acts as a peak body for men's behaviour change programs in Western Australia and as part of this role convenes the WA Men's Behaviour Change Network.

## Key responsibilities

The following statement of responsibilities are indicative and need to be understood within the context of Stopping Family Violence being a dynamic environment where change is the norm. As SFV is a relatively new organisation, established August 2016, and we are still building our foundations we are looking to employ someone who understands the need for flexibility in employment relationships and responsibilities.

Key responsibilities of the role are

- Supporting the management of all digital assets;
- Managing SFV's social media channels
- Social media content development
- Planning and delivering email marketing campaigns, including quarterly eNewsletter;
- Maintaining content and design of multiple website properties;
- Preparing digital marketing reports;
- Implementing SEO;
- Establishing and maintaining effective working relationships with external stakeholders.
- Media monitoring, including working with management to respond to any enquiries or issues
- Monitoring social media trends
- Preparing media communications
- Generate, maintain and update a directory of services for relevant sectors
- Attend relevant events

## Selection Criteria

To be successful in this role you will utilise your digital marketing experience and corporate social media expertise to maximise the impact of SFV's social media activities. You will be an energetic and highly engaged team member who takes a collaborative and highly organised approach to engaging with external stakeholders.

Essential

- Experience with Microsoft Office, Google Analytics and WordPress
- Experience working with Facebook, Twitter, LinkedIn, YouTube and Instagram
- Posses a high attention to detail
- Well-developed interpersonal, written and verbal communication skills with a high level of attention to detail
- Ability to work autonomously and drive the social media strategy

Highly regarded

- Prior experience working within the Family and Domestic Violence Sector
- Minimum 3 years' experience in digital marketing/social media role
- Experience working with Adobe Suite of products, including InDesign, Photoshop and Adobe Acrobat
- Experience in video editing