



## Digital Content Officer

Surf Life Saving Western Australia is looking for an enthusiastic and highly motivated Digital Content Officer.

As an integral member of the Marketing and Partnerships team, you will help promote Surf Life Saving WA and its activities to the WA community, members and stakeholders, as well as being a key contributor to the team's broader responsibilities of delivering the organisation's corporate events, partnerships, and marketing & communications strategies.

This position will have a strong focus on producing content, working across departments to source and develop stories and appropriate graphics, photographic and/or video content for sharing across various platforms and to multiple audiences.

On a day-to-day basis, you will be responsible for updating SLSWA's websites, planning, producing and scheduling social media content, and compiling and distributing our eNewsletters and EDM.

### **Key Duties:**

- Manage SLSWA's websites, working with internal departments to ensure content is up-to-date and accurate.
- Manage SLSWA's social media accounts, ensuring content is created, scheduled and planned to meet the organisation's communications strategies.
- Compile and distribute SLSWA's eNewsletters and EDM using Mailchimp.
- Liaise with internal and external stakeholders to source, develop and write content/stories for multiple channels, including newsletters, websites, and social media.
- Manage, update and maintain databases for the distribution of digital communications.
- Produce and provide digital marketing reports, including utilising Google Analytics and Facebook Insights and Ads to support marketing outcomes.
- Assume any other responsibilities as assigned by the Marketing & Partnerships Coordinator.

### **Selection Criteria**

Our ideal candidate will have:

- Experience working with website CMS, including WordPress.
- Experience with Mailchimp (or similar email marketing platform/s) for distribution of EDM and eNewsletters.
- Experience utilising social media channels in a corporate environment.
- Experience with Adobe Creative Suite (or other relevant Apps or editing software) for photo and video editing and creating engaging social media content.
- Strong writing skills with the ability to write engaging content for various audiences and mediums, including websites, newsletters, and social media.
- Experience with digital marketing tools, including Google Analytics and Facebook Ads and Analytics.
- Ability to work weekends on occasion.

Also desirable would be:

- Tertiary qualifications in Marketing, Communications, or a related field, or relevant work experience in a similar role.

- Experience implementing paid social media advertising campaigns.
- Experience with social media management platforms such as Hootsuite.
- Knowledge of surf lifesaving and Surf Life Saving Western Australia.

SLSWA is an equal-opportunity employer with a commitment to safeguarding children and young people. All candidates will be required to undertake a working with children check (required prior to employment confirmation).

PBI salary packaging benefits are available and will be negotiated with the successful candidate.  
Principal Location: 7 Delawney Street, BALCATTA, WA 6021.