

POSITION DESCRIPTION

Position Title	Brand & Digital Lead
Program	Marketing, Communications & Fundraising
Employment Status	Full Time
Tenure	Ongoing
Classification	SCHADS Level 4
Position reports to	Director, Marketing, Communications & Fundraising
Location	Thomastown; Wurundjeri Country

Kids First is a child, youth and family services provider and early years education specialist. We have proudly been at the heart of community care in Victoria since 1896.

Our proud history is matched with a progressive mindset as we continually deliver Australian-first and sector leading programs designed to strengthen family relationships, support healing and recovery from trauma and set children and young people up for brighter futures.

We nurture an inclusive and rewarding culture that attracts and retains talented people, bound to a common purpose. Built on our legacy of more than 125 years of community service, we actively support our people to make a significant difference to the lives of children, young people and families. Every. Single. Day

Kids First is a child safe organisation and is committed to maintaining a child safe environment for children and young people who access our services.

As an Equal Opportunity employer, we respect and value diversity and inclusion. We welcome everyone to apply, regardless of age, ethnicity, cultural background, gender, sexual orientation, religious affiliation, and physical ability. Reasonable adjustments will be made for people with disabilities where operationally viable.

Our Purpose

Every day we will work together to improve the life trajectories of children and young people and maximize positive outcomes for them and their families.

Our Values

Our HEART values encapsulate the way we work together and partner with children and families to bring positive and sustainable outcomes.



Hope
We believe that change is possible and achievable



Empowerment
We build on people's strengths and support their ability to make positive changes in their lives



Accountability
We are open and transparent in everything we do



Respect
We value all people



Trust
We act in an ethical, inclusive, professional and open manner

Position Purpose

The Brand & Digital Lead is responsible for the design, coordination and implementation of marketing and digital initiatives that enhance the visibility of, and engagement with Kids First Australia. Working under general direction, the role plans, delivers, and monitors multi-channel campaigns, manages digital content, marketing collateral, and ensures consistency with the organization’s brand, purpose, and strategic goals. This position exercises a high level of autonomy in day-to-day functions, contributes to strategic planning, and collaborates with internal teams to support organisational objectives.

Organizational Relationships

Supervisor	Director, Marketing, Communications & Fundraising
Direct Reports	N/A
Internal Relationships	<ul style="list-style-type: none"> Marketing, Communications & Fundraising team members All staff
External Relationships	<ul style="list-style-type: none"> Key Stakeholders including, government, corporate, community and fundraising/ philanthropic stakeholders Professional networks Clients and community Suppliers such as digital agencies, graphic designers, videographers

Key Responsibilities

<p>Internal client relationships and service delivery</p> <ul style="list-style-type: none"> Be part of a small and agile Marketing, Communications & Fundraising team that acts as an in-house agency to provide exceptional support to all internal stakeholders and external partners Coordinate the workflow of tasks across the M, C & F team by ensuring ticketed requests are assigned to team members and are actioned <p>Digital marketing</p> <ul style="list-style-type: none"> Lead Kids First’s digital channels, ensuring these are effective, aligned and delivering value to audiences in line with the organisational marketing strategy Develop and implement content for digital channels that engages audiences with Kids First’s purpose Develop Search Engine Optimization strategies to improve the quantity and quality of traffic to Kids First’s digital assets Optimize campaigns through organic and paid social media Regularly monitor website performance and resolve issues and make improvements directly or in partnership with external vendors to address any issues and enhance user experience <p>Brand strategy, management and execution</p> <ul style="list-style-type: none"> Act as a custodian of the Kids First brand and assets, in collaboration with the Director and team As new Kids First services and programs are initiated, make recommendations as to how the brand will be applied to ensure these are well-informed and consistent Manage approaches to co-branding where Kids First is in partnership with other organisations Lead the development and execution of multi-channel marketing strategies designed to reach target audiences and achieve desired organisation goals Identify trends and market conditions to ensure marketing strategies remain relevant
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- Develop marketing collateral, products and resources as required
- Other marketing, fundraising, events and internal communications activities as required.

Performance reporting & continuous improvement

- Analyse, collate and report on metrics for Kids First’s channels as well as campaigns, and business needs based on objectives
- Feed insights into planning with a view to continuously approve Kids First’s approach.

Quality and Risk Management OHS

- All Kids First employees have a personal responsibility to work safely and to abide by the legislation, rules and established safe work practices that govern safety in the workplace.

Capability Framework – key selection criteria

Formal Qualifications	Relevant tertiary qualifications in Marketing, Digital Marketing, or similar
Skills & Experience	<ul style="list-style-type: none"> • Prior experience in a marketing or digital marketing role • Experience in communicating to a variety of audiences, particularly in building audience engagement through social media • Demonstrated ability to prepare high quality marketing campaigns that are linked to achieving business outcomes • Solid copywriting and editing skills, including writing for multiple audiences in various formats • Proven ability to work independently and as part of a team • Outstanding organisation skills and ability to work to deadlines and coordinate multiple tasks simultaneously • Excellent interpersonal and communication skills with strong attention to details • Demonstrated experience managing digital channels, including social media tools and technologies, campaigns, management, monitoring and analytics as well as website content management systems and solid understanding of SEO and SEM practices • Experience using programs such as Adobe Suite, Canva, Ortto or other EDM systems, content management systems and customer relationship management systems (desirable)
Other Selection Criteria	<ul style="list-style-type: none"> • Current Victorian Working with Children Card • Willingness to undertake a Police Check • A good understanding of or willingness to learn about Aboriginal culture, values and protocols and a demonstrated capacity to work in a culturally informed and respectful manner.

Inherent Physical and Psychological Demands

Activity	Frequency – Daily Regular Occasional
Managing competing priorities	Frequently
Ability to manage stress and be resilient	Frequently

Computer based activities	Frequently
Driving	Sometimes
Walking, climbing stairs, bending	Sometimes