

POSITION DESCRIPTION

Position Title	Communications Coordinator – Digital
Time Commitment	Part time (0.9 FTE), permanent
Classification	SCHADS 4
Location	Level 4, 333 Queen St, Melbourne. Hybrid WFH and office
ABOUT THE ORGANISATION	
<p>IWDA is an Australia based organisation, resourcing diverse women's rights organisations, primarily in Asia and the Pacific, and contributing to global feminist movements to advance our vision of gender equality for all.</p> <p>VISION: Gender equality for all</p> <p>PURPOSE: To defend and advance the rights of diverse women and girls</p> <p>VALUES: Feminist, Accountable, Collaborative, Transformative</p> <p>OUR GOALS 2023-2025:</p> <ol style="list-style-type: none"> 1. Resource and contribute to a resilient and vibrant feminist movement, primarily in the areas of freedom from violence and power, leadership and civic space 2. Promote systemic change towards gender equality for all 3. Build a resilient and relevant feminist organisation <p>We resource the work of diverse women's rights organisations, enable them to be more effective by providing support that goes beyond money, and we make our own contributions to feminist movements through advocacy, knowledge creation and translation.</p> <p>As part of this contribution, we take actions to decolonise our approach to feminism and development. We want to become the best we can be at the partnerships across the Majority and Minority worlds. This means we seek to understand and leverage our locational power so that we know when to:</p> <p>STEP UP and use our power to leverage resources and access for women's rights organisations, and make our own contribution to feminist movements</p> <p>STAND WITH feminist movements in solidarity and amplify the work of global south actors</p> <p>STEP BACK when others are better placed to take the lead</p> <p>SIT WITH uncertainty, embrace communal learning and deep listening, and accept that time is needed to collectively discern the best course of action.</p> <p>Our 2023-2025 Strategic Plan outlines a third way between the models of women's funds and international development NGOs.</p> <p><i>International Women's Development Agency (IWDA) has an EO exemption (H69/2022) and requests applications from people who identify as women only (including trans women).</i></p> <p><i>IWDA welcomes people with different skills and life experiences, and encourages women from culturally and linguistically diverse backgrounds, women with disabilities and First Nations women to apply. Preference will be given to applicants who have experience in, or strong community ties to, one of the countries in which IWDA supports partners.</i></p> <p><i>Any offer of employment will require a National Police Check and endorsement of IWDA's Child Protection Code of Conduct. All applicants must be legally entitled to live and work in Australia.</i></p>	
POSITION SUMMARY	

The Communications team is responsible for telling the powerful stories of IWDA and our partners, and contributing to IWDA's goal of transforming discourse on gender equality. The team also works closely with the Fundraising Team to acquire and nurture financial supporters of IWDA

The Communications coordinator – Digital is a key player in the communication of IWDA's vision, purpose and values. The role involves managing IWDA's digital channels to ensure we reach and engage our target audiences effectively. The Communications coordinator – Digital develops and implements strategies to drive supporter acquisition and contribute to data-led decision-making through consistent reporting and analysis.

KEY RELATIONSHIPS

Reports to:	Communication Manager
Internal:	Director of Business Transformation, Fundraising Manager and other staff and volunteers as required
External:	IWDA donors and supporters, external suppliers including website and digital agencies

KEY RESPONSIBILITIES

1. Develop and implement strategic digital communication activities to drive audience engagement

- Engage targeted audience segments across IWDA's digital channels (social media, website, eDM)
- Develop and implement digital marketing plans across Facebook and other platforms
- Develop and implement an email strategy, leveraging Orto (including the development of campaign journeys)
- Leverage a CRM (Salesforce) for digital marketing
- Ensure IWDA's content is optimised for digital audiences and use, in line with accessibility guidelines
- Design and implement digital marketing strategies to support IWDA's fundraising activities and appeals, providing expertise to the Fundraising Team
- Collaborate with teams across the organisation to develop digital communication plans for key projects

2. Manage website design/ functionality and improve IWDA's SEO and Google Ads performance

- Use WordPress and HTML skills to manage IWDA's website
- Manage e-commerce functionality of IWDA website and support online donation processes, with external agency support
- Coordinate IWDA's NFP Google Ads grant
- Improve IWDA's SEO performance in core search terms
- Oversee agency support as required

3. Measure, analyse and report on digital performance trends, and make recommendations for continuous improvement

- Collect and analyse data from IWDA's digital and social media channels and develop reports to enable data-led decision-making
- Use data to inform and refine IWDA's digital communications and identify areas for improvement and growth
- Support the Communications Manager to report on communications performance in line with IWDA's Monitoring, Evaluation and Learning framework
- Contribute to developing new processes for working with our CRM (Salesforce) including establishing reporting dashboards

4. Produce content

- Support the Communications Coordinator – Content to produce targeted content for a variety of audiences and objectives across digital channels, including website, social media and eDMs.
- Use graphic design and video editing software to create multimedia content for digital channels

5. Actively contribute to and participate in the organisational activities of the Communications Team and broader IWDA team

- Contribute to IWDA's values and vision through day-to-day activities
- Fulfil other tasks as required and directed by the Communications Manager

SELECTION CRITERIA

Technical Experience	Behavioural Competencies
<ol style="list-style-type: none"> 1. 2+ years' experience in digital marketing, communications, marketing or similar 2. Proven experience working with Facebook Ads Manager, Google Ads and Google Analytics 3. Intermediate WordPress and html skills 4. Extensive experience using eDM platforms, such as Ortto/Autopilot 5. Well-developed data analysis and reporting ability 6. Experience coordinating digital fundraising campaigns would be favourable but not essential 7. Experience utilising a CRM database (knowledge of Salesforce would be favourable) 8. Experience developing engaging digital content for targeted stakeholders 9. Highly developed communication and interpersonal skills to consult and engage a diverse range of stakeholders, both internal and external 	<ul style="list-style-type: none"> • Valuing Diversity Working effectively with individuals of diverse cultures, interpersonal styles, abilities or backgrounds. Making decisions and initiating action to ensure that organisational systems, policies and approaches utilise the capabilities, insights, and ideas of all individuals. • Empowerment Sharing authority and responsibilities with others to move decision making and accountability downward through the organisation, enable individuals to stretch and extend their capabilities, and accomplish the organisation's, and teams', strategic priorities. • Managing Work & Quality Effectively managing one's time and resources to ensure that work is completed efficiently; accomplishing tasks by considering all areas involved, no matter how small; showing concern for all aspects of the job; accurately checking processes and tasks; maintaining attention to detail and a commitment to quality. • Acting with Transparency Gaining other people's trust by demonstrating openness and honesty, behaving consistently, and acting in accordance with moral, ethical, professional, and organisational guidelines. Includes taking time to respect and understand others and be transparent and honest in all dealings with people, internal and external. • Building Trusting Relationships Using appropriate interpersonal styles to establish effective relationships with external and internal partners; interacting with others in a way that demonstrates emotional intelligence and self-awareness, treating others with dignity and displaying sincerity. • Collaborating for success Actively participating as a member of a team to move the team toward the completion of goals. Also identifies opportunities to build partnerships by acting to build strategic relationships between

	<p>one's team and other teams or organisations to help achieve goals.</p> <ul style="list-style-type: none"> • Learning, Improving & Adapting Commitment to improving existing conditions and processes; generating ideas, and implementing solutions; maintaining effectiveness when experiencing major changes in work responsibilities or environment and adjusting effectively to work within new work structures, processes, or requirements • Judgement & Decision Making Identifying and understanding issues, problems, and opportunities; comparing data from different sources to draw conclusions; using effective approaches for choosing a course of action or developing appropriate solutions; taking action that is consistent with available facts, constraints and probable consequences.
GENERAL CONDITIONS	
<p>All IWDA staff and volunteers are required to:</p> <ul style="list-style-type: none"> • Support and demonstrate IWDA's Values and Behavioural Competencies • Act at all times in accordance with IWDA's Code of Conduct and Policies • Comply with IWDA's Occupational, Health, Safety & Wellbeing Policy and practices • Act at all times in accordance with IWDA's Child Protection Code of Conduct and Policy • Undertake police check prior to commencement and every two years thereafter. 	