



## **Looking for: Digital Marketing Manager**

### *Synopsis*

The Digital Marketing manager is responsible for marketing our brand through social media and the web. They will be responsible for developing marketing strategies to promote Right Now and will use data-driven insights to optimise our digital content and online presence.

For all advertised positions, we strongly encourage people who are queer and/or trans and/or of any colour, religion, age, ability or gender to apply.

This role is a developmental one with plenty of guidance and mentoring provided along the way. We do ask that people who apply do so with a long-term view in mind and consider beforehand if they'll be able to commit the time and energy required.

### *Philosophy*

Challenging, inclusive and contemporary.

### *Tasks:*

- Create and implement marketing strategy across digital and social media.
- Manage Right Now's paid social media campaigns and targeted social advertising.
- Regularly post to Facebook, Twitter and Instagram.
- Collaborate with the Community Manager to honour our social media strategy.
- Proactively review and report on analytics insights.
- Implement SEO best practice.
- Provide advice to the Right Now team on digital marketing opportunities.
- Optimise Right Now's content delivery across social media and the web to build brand awareness and grow our audience.

### *Qualities:*

- A news junkie with a strong grasp of the human rights discourse in Australia
- Experienced in using Google Analytics.
- Familiar with SEO best practice.
- Self-motivated with the ability to work autonomously with minimal supervision.
- Previous experience managing social media platforms or the willingness to learn.
- Analytic and strategic thinker, with an eye to always finding new ways to improve our brand.

*Nature of the role*

Right Now is a volunteer-run organisation. All work undertaken for Right Now is on a volunteer basis, although we are occasionally able to pay commissioned writers when we receive grants to do so. We understand that this isn't ideal. What we can offer in lieu of financial remuneration is: mentoring and guidance, Melbourne-based face-to-face writing workshops and socialising opportunities with likeminded people.

There are no set hours for any position and volunteers are expected to work around their personal availability. As a guideline, the Digital Marketing Manager should aim to set aside 2–4 hours a week.

To apply, please send a one-page CV (only including information relevant to the position) and a brief cover letter addressing why you are best suited to the role to Jay von der Lippe at [info@rightnow.org.au](mailto:info@rightnow.org.au) by COB Friday 27 April 2018. If you have any questions about the role, please direct them to Jay at the same email address.