



## POSITION DESCRIPTION

<b>POSITION TITLE:</b>	<b>DIGITAL CONTENT ADMINISTRATOR</b>
<b>OFFICE LOCATION:</b>	National Council Secretariate Deakin West
<b>REPORTS TO:</b>	Director of IT & Digital Services
<b>OTHER PROFESSIONAL RELATIONSHIPS:</b>	<ul style="list-style-type: none"> <li>National Council Secretariate staff</li> <li>State/Territory stakeholders in areas that use the digital platforms such as but not limited to, communications, marketing, shops, membership, social justice advocacy, etc.</li> </ul>
<b>CONDITIONS OF EMPLOYMENT:</b>	Individual Employment Contract
<b>HOURS OF WORK:</b>	<b>Permanent part time 45 hours per fortnight</b>
<b>REMUNERATION &amp; BENEFITS</b>	Superannuation at statutory rate Salary packaging available on completion of probationary period
<b>PROBITY CHECKS</b>	Two References National Criminal Record Check Working with Vulnerable People Check

### OUR PURPOSE & VALUES

The St Vincent de Paul Society is a lay Catholic organisation that aspires to live the gospel message by serving Christ in the poor with love, respect, justice, hope and joy, and by working to shape a more just and compassionate society.

The Society aspires to be recognised as a caring lay Catholic charity offering a 'hand up' to people in need. We do this by respecting their dignity, sharing our hope and encouraging them to take control of their own destiny.

### SOCIETY OF ST VINCENT DE PAUL NATIONAL COUNCIL OF AUSTRALIA INC.

The St Vincent de Paul Society has lent the hand of support to Australians experiencing disadvantage for over 175 years. Almost 45,000 members and volunteers dedicate their time and talents to this important work in communities across the country.

As well as visiting individuals and families in their homes, the Society runs a range of programs to support people experiencing homelessness; family violence; mental illness; help for migrants and refugees; supported employment; addiction services; education and training; youth support services and Vinnies shops.

At the core of the Society's good work is a grassroots commitment to helping people break their own personal cycles of disadvantage. Our members and volunteers are on the ground, every day, acutely aware of the hardships that impact the social fabric of modern-day Australia.

## ABOUT THE POSITION

The Digital Content Administrator plays a vital role in managing and optimising digital content across the National Council's website and Digital Asset Management System (DAMS). This part-time role ensures seamless operation, content management, and strategic enhancement of digital assets, contributing significantly to the National Council's mission and goals.

The ideal candidate will be detail-oriented, proactive, and capable of collaborating effectively with various stakeholders, including external vendors and internal teams.

## KEY RESPONSIBILITIES

- Digital Content Management
  - Upload, edit, and maintain content on the national website, the digital asset management system (DAMS), and other digital platforms (excluding social media platforms), ensuring alignment with branding, best practices, and communication standards, guidelines, and policies.
  - Ensure all content is up-to-date, relevant, engaging, and accessible, including multimedia content such as images and videos.
- Search Engine Optimisation (SEO), Accessibility and Reporting
  - Implement SEO best practices, ensure WCAG compliance, and monitor content performance to enhance visibility and accessibility.
- Administration and Support
  - Provide technical support, administer user access, and ensure smooth operation and maintenance of the national website and DAMS.
- Governance and Compliance
  - Assist in developing and maintaining governance practices and documentation for the website and DAMS users, ensuring compliance with organisational standards and policies.
- Collaboration
  - Work closely with internal teams and external vendors to develop and maintain digital content, and coordinate new features and improvements.

## COMPETENCIES AND QUALIFICATIONS

- Digital Content Expertise
  - Proven experience in creating, managing, and optimising digital content.
  - Hands-on experience with CMS platforms (e.g., Umbraco, WordPress, Drupal) and DAMS.
  - Familiarity with UX principles, content accessibility standards (i.e. WCAG) and DAMS metadata.
  - Experience with graphic design and multimedia content creation tools such as Canva and Adobe apps.
- Technical Proficiency
  - Proficiency in website management tools, HTML/CSS and CMS platforms.
  - Familiarity with SEO, UX tools and best practices.
  - Experience with data analysis and performance monitoring tools.
  - Proficiency in Microsoft 365 applications.
  - Relevant certifications in digital marketing, UX design, or related fields.

- Collaboration and Communication
  - Strong ability to collaborate with external vendors, internal teams, and stakeholders.
  - Effective communication skills, capable of conveying technical information to non-technical audiences.
  - Project management skills or experience with project management tools, e.g., Asana, Clickup.
  
- Problem-Solving and Initiative
  - Proactive in identifying and resolving issues.
  - Ability to work independently and take initiative in improving digital asset management and website performance.

### OH&S RESPONSIBILITIES

The National Council recognises its moral and legal responsibilities to provide a working environment for its employees, volunteers, contractors, visitors, the general public and those whom we serve (our companions and our residents), that is safe and healthy.

The Digital Content Administrator is responsible for ensuring that the activities they perform for National Council are conducted in accordance with the National Council OH&S policy in a manner that minimises any risk of injury or ill health.

### KEY COMPETENCIES AND ATTRIBUTES

<b>ESSENTIAL</b>	<ul style="list-style-type: none"> <li>• Exceptional organisational skills, able to manage multiple tasks and priorities effectively.</li> <li>• Strong time management and the ability to meet deadlines. Meticulous attention to detail, ensuring accuracy and quality in all tasks. Emphasis on quality control and content accuracy.</li> <li>• Flexible and adaptable to changing digital landscapes and organisational needs.</li> <li>• Excellent problem-solving skills, with the ability to proactively identify issues and implement effective solutions.</li> <li>• Ability to think strategically, contributing to the overall digital strategy of the National Council.</li> <li>• Highly self-motivated, capable of working independently to take ownership and drive results, showing a strong sense of initiative.</li> <li>• Proactively seeks new knowledge and embraces digital innovations, showing a keen interest in continuous learning and improvement, vital for staying ahead in digital technologies.</li> <li>• Two years or more of experience in a related role.</li> </ul>
<b>DESIRABLE</b>	<ul style="list-style-type: none"> <li>• Passionately contributes to non-profit organisations, leveraging technology and data to make a meaningful impact, aligning with the Society's mission.</li> <li>• Working in the Not-for-Profit or the charitable sector.</li> </ul>

**INHERENT PHYSICAL REQUIREMENTS OF THIS POSITION**

	Frequency		
	Often	Sometimes	Rarely
<b>Bending</b>		✓	
<b>Computer based tasks</b>	✓		
<b>Driving</b>			✓
<b>Kneeling</b>			✓
<b>Lifting</b>			✓
<b>Sitting</b>	✓		
<b>Standing</b>		✓	
<b>Walking</b>		✓	

**CULTURAL FIT**

In addition to the selection criteria outlined above, the organisation will consider the cultural fit of all potential recruits to this position.

**KEY RESULT AREAS / KEY PERFORMANCE INDICATORS**

Key Result Area	Performance Indicators	Agreed Assessment Criteria	Employee's Assessment	Director Assessment
<b>1. Content Management, Optimisation and Improvement</b>	1.1 Ensure the national website content is up-to-date, engaging, optimised for search engines and complies with WCAG.	1.1		
	1.2 Regularly monitor and maintain content health using relevant tools and techniques to ensure accuracy and effectiveness.			
	1.3 Collaborate with developers and stakeholders to introduce new features and enhancements to the website, driving continuous improvement and innovation.			
	1.4 Analyse website performance metrics and user feedback to identify opportunities for improvements and implement necessary changes.			
<b>2. Digital Asset Management</b>	2.1 Administer access and implement governance practices for the DAMS.	2.2		
	2.2 Collaborate with the DAMS vendor to ensure system efficiency and issue resolution.			
	2.3 Ensure digital assets are organised, accessible, and managed in compliance with governance standards.			
<b>3. User support and training</b>	3.1 Provide user support for the national website and DAMS issues.	3.2		
	3.2 Ensure secure and efficient operation of digital content platforms, meeting response times and resolution rates.			

<b>4. Stakeholder engagement and collaboration</b>	4.1 Build and maintain strong relationships with internal teams, external vendors, and other stakeholders. 4.2 Facilitate effective communication channels that promote clarity and understanding between technical teams and non-technical stakeholders.	4.1		
<b>5. Innovation and continuous learning</b>	5.1 Stay abreast of emerging digital technologies and industry trends, proactively recommend enhancements for organisational effectiveness, and continuously develop relevant new skills and certifications.	5.1		

**Position Description & KPI Acknowledgement**

I have read, understood and agree to comply with the above position description and KPIs.

**Employee Signature:**

**Date:**