

Position description



Position	Digital Marketing Senior Adviser, Be You
Reports to	Marketing and Brand Lead, Be You
Work level	4
Group	Services
Team	Be You
Location	Onsite at the Hub in Melbourne CBD or Hybrid
Direct reports	0

01. Purpose of the position and link to Strategy 2023+ *Earlier, Easier, Together*

The Digital Marketing Senior Adviser, Be You, is the Subject Matter Expert (SME) for all Be You digital marketing channels, including, but not limited to, Instagram, Facebook, LinkedIn, X (Twitter), paid search, SEO and the front-end website.

The role oversees the management, from conception to execution, and evaluation of all Be You social media and paid marketing activities, with the objective of fostering engagement, driving conversions and aligning back to Be You strategic priorities and objectives.

Working closely with the Digital Marketing and Web Adviser, Be You, the Digital Marketing Senior Adviser, Be You, will delegate relevant work and help to upskill in areas of focus, reporting any feedback to the Marketing and Brand Lead, Be You.

02. Key Accountabilities of Position

- Manage the strategic planning, execution, and continual enhancement of the Be You channel strategy.
- Lead the day-to-day management of search and social media, collaborating across Be You, Beyond Blue and delivery partners to gather necessary content, marketing assets, and brand materials for social marketing. This includes scheduling, posting, monitoring, reporting, and testing, supported by the Digital Marketing and Web Adviser, Be You.
- SME of the front end of the Be You website, ensuring all content, updates, and changes adhere to website processes, policies, and industry best practices.
- Offer proactive and responsive digital marketing guidance.
- Actively monitor, audit, and optimise all digital marketing activities, generating reports, evaluations, and recommending opportunities for CI.
- Collaborate with the BB Brand and Marketing team to develop and refine the Sprout Social platform strategy, with a focus on continuous improvement.

- Partner with Digital Product Managers as subject matter expert (SME) to execute Be You Website product roadmaps.
- Ensure all digital marketing and web content complies with safety, accuracy, and clinical standards in collaboration with the organisation.
- Foster strong relationships across Beyond Blue, agency partners and delivery partners ECA and headspace serving as a key contact within the Be You Experience team for digital marketing strategy, support, and guidance.
- Remain responsive to additional duties as they arise, demonstrating flexibility and adaptability within the Be You Experience team.

03. Key outcomes, or desired impact of role, linked to Strategy

- Delivery of digital marketing activity that clearly supports the delivery of the Be You strategy in line with Beyond Blue's 2023+ Strategy.
- Delivery of front-end website management that clearly supports the delivery of the Be You strategy in line with Beyond Blue's 2023+ Strategy.
- Supported delivery of web experience roadmaps.
- Contribute to an efficient and effective Experience Team that delivers on agreed activity and provides appropriate advice and support across Be You and Beyond Blue.

KPI's/Goals are set in the performance review cycles – January to June / July to December as part of our [Thrive Framework](#).

04. Core Capabilities

Capabilities in our [capability framework](#) critical for role success include:

Communicating – expresses information clearly and with purpose

- Community Centricity – actively listens to, understands and response to community and stakeholder experience and needs.
- Innovating mindset – generates new ideas and embraces progress to create more value for Beyond Blue communities.
- Digital discovery – uses available technology, data insights and digital resources to maximise efficiencies and effectiveness.
- Partnering – collaborates and works in partnership to improve our sustainability and impact.
- Agility – embraces agile work methods and is flexible in an uncertain and turbulent environment.
- Critical thinking – uses logic and reasoning to identify the strengths and weaknesses of alternative solutions or approaches to problems.
- Leading – is accountable and delivers high performance while upholding Beyond Blue values.

05. Specific Job Competencies

Education/qualifications

A tertiary qualification in a relevant discipline

Experience

- Demonstrated experience in effectively executing similar digital marketing activities.
- Strong understanding of web technologies, with proficiency in content management systems.
- Proficiency in web analytics tools (e.g., Google Analytics) and SEO best practices.
- Experience with web management and optimisation tools, such as Siteimprove or similar platforms.
- Knowledge of web design principles and user experience best practices.
- Proven self-management skills and ability to support culture and actively participate in a high performing team.
- Demonstrated experience in overseeing contracts and procurement processes and effectively managing suppliers and subcontractors.
- Demonstrated experience working on multiple concurrent projects, including the working within defined objectives and priorities, planning and managing workload, and utilising systems to track progress.
- Strong communication skills (written and verbal) with the ability to understand and adapt to different audiences, build productive relationships and support organisational change.

06. Values leadership and our culture at Beyond Blue

Beyond Blue Values We all play a part and take responsibility for our impact on Beyond Blue's culture, in line with our Values.

Cultural competency Beyond Blue strives to be a culturally safe and inclusive workplace. All employees are expected to undergo regular cultural competency training as part of their professional development plans.
