

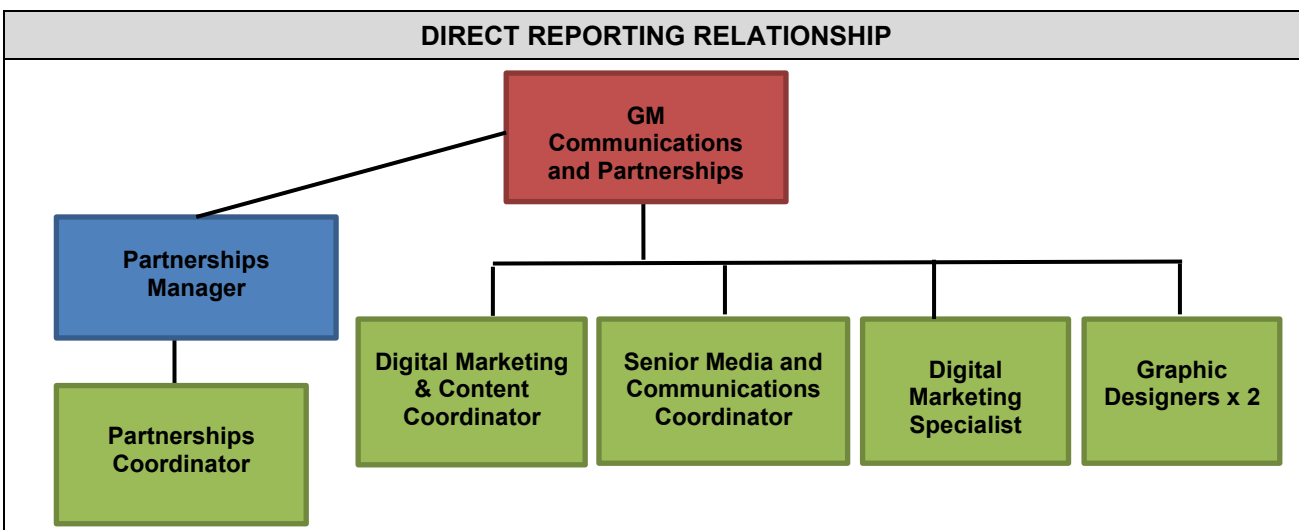
Position Description

Position	Work Location	Position Description Completed
Digital Marketing & Content Coordinator	SLSNSW Headquarters	April 2026
Reports To:	Direct Reports:	Department
GM Communications and Partnerships	NIL	Communications and Partnerships

PURPOSE STATEMENT

The purpose of this position is to assist the Communications & Partnerships portfolio to implement the internal and external communications and marketing strategies of the organisation with a focus on digital delivery. The role includes promoting Surf Life Saving's activities within the community, communicating with our members and clubs and driving the online presence of the organisation, including social media.

DIRECT REPORTING RELATIONSHIP



SELECTION CRITERIA

Essential	Desirable
<ul style="list-style-type: none"> • Previous experience and demonstrated ability to write, edit and proof content for digital communications including social media, eDMs and websites to suit a range of audiences. • Good working knowledge of online and social media platforms, website content creation and management, and digital marketing principles. • Sound organisational skills with a proven ability to meet deadlines and produce content quickly • Ability to adapt and perform as part of a cohesive team in a highly dynamic and fast-paced environment. • Excellent oral and written communication skills. • Current driver's licence. • Flexible approach to work hours – ability to work occasional weekends or evenings at events. • Ability to travel intrastate on occasion. 	<ul style="list-style-type: none"> • Relevant qualifications or experience in communications, marketing, or digital media. • Knowledge of Surf Life Saving or public/aquatic safety. • Website development or maintenance skills. • Video capture, video editing/production and photographic skills. • Experience developing digital marketing assets for social media eg. using Canva • Experience with email marketing platforms eg. Campaign Monitor. • Experience with social media management platforms eg. Hootsuite

KEY OUTCOMES (KRA)	
Outcomes	Key Activities
KRA 1: Digital Marketing	<ul style="list-style-type: none"> • Work with portfolios and business units to help develop and deliver marketing plans and campaigns to drive key strategic outcomes, including implementing Google adwords and social media campaigns. • Build and maintain database distribution lists for communications and marketing campaigns. • Maintain databases for distribution of communications material, publications and information to media. • Coordinate the development and distribution of internal and external communications and digital material including eDMs. • Provide advice to internal stakeholders on the most appropriate and effective format or platform for communicating to members or the public. • Compile material for eDMs using templates in programs such as Campaign Monitor, assist with the creation of online forms and interactive PDFs.
KRA 2: Website Support	<ul style="list-style-type: none"> • Work with internal portfolios to create and maintain content and functionality on all SLSNSW websites and digital platforms. • Coordinate web support requests with external developers/site host. • Coordinate enhancements and re-developments to websites. • Produce reports using tools including Google Analytics to evaluate the reach and engagement of website content.
KRA 3: Social Media	<ul style="list-style-type: none"> • Coordinate SLSNSW online/social media initiatives including reporting and analytics across all digital platforms. • Coordinate social media posting schedules to support communications and marketing campaigns. • Prepare reports using analytics tools and evaluation principles. • Monitor social media platforms, respond to feedback and inquiries received via SLSNSW social media channels. • Coordinate responses to inquiries from members and the public online. • Administrate the media monitoring function, build and distribute reports on media coverage.
KRA 4: Promotions and Event Support	<ul style="list-style-type: none"> • Liaise with members and clubs to coordinate promotions, media and photo opportunities. • Assist Media and Comms team at member related and sport events, including photographic/video/social media support activities.

PERFORMANCE STANDARDS (KPIs)	
Outcomes	Key Performance Indicators (KPI's)
KRA 1: Digital Marketing	<ul style="list-style-type: none"> • Internal and external communications are accurate, in line with brand guidelines and support Comms/Marketing strategies. • Ensure databases are up to date and agreed timeframes for information distribution are met. • Communications material is accurate, engaging and targets relevant audiences. • Projects and initiatives of the organisation are communicated and promoted effectively to members and the public. • Reports are produced to enable evaluation of marketing and communication initiatives.

<p>KRA 2: Website Support</p>	<ul style="list-style-type: none"> • Ensure content of the SLSNSW website is up-to-date, consistent and reflective of the Comms/Marketing objectives. • Timely completion of update requests to website content and regular monitoring of currency of information. • Website development requests are lodged, and support issues are identified, and progress monitored to resolve problems as quickly as possible. • Regular reports are produced which allow the evaluation of website content performance and effectiveness.
<p>KRA 3: Social Media</p>	<ul style="list-style-type: none"> • Social media and online communications are timely, well written and in line with the Social Media strategy. • Schedule of social media postings is maintained to ensure maximum engagement and audience reach. • Inquiries and feedback received via social media channels are responded to in an appropriate and timely manner.
<p>KRA 4: Promotions and Event Support</p>	<ul style="list-style-type: none"> • Appropriate people and resources are identified and coordinated to ensure successful promotional and media exposure. • Attendance at SLSNSW events is professionally conducted under direction of the GM Communications and Partnerships

<p style="text-align: center;">CORE RESPONSIBILITIES (ALL STAFF)</p>	
<p>Accountabilities</p>	<p>Key Performance Indicators (KPI's)</p>
<p>Work Health and Safety</p>	<ul style="list-style-type: none"> • Demonstrates action taken in identifying hazards, assessing risk, and immediately report any injury, near miss and damaged equipment or any other hazard observed in the workplace. • Demonstrates duty of care, considers own safety and the safety of others while at work. • Reasonably complies with WHS guidelines and procedures, using protective clothing or equipment provided at all required times. • Is fully aware of SLSNSW's safety procedures and expectations, and actively participates and contributes. • Participates in the ongoing improvement of the SLSNSW WHS policy and visibly and constantly supports its implementation. • Practice and promote the SLSNSW Equal Opportunity, Harassment and Bullying policy by treating fellow staff and others fairly and equitably and without discrimination, harassment or bullying.
<p>Organisational Culture</p>	<ul style="list-style-type: none"> • Promotes and encourages personal growth and effective communication. • Understands and supports policies and procedures of the organisation as defined in the Employee Handbook. • Continually contributes to and supports volunteers & staff, including Directors, Branches, Clubs & Members
<p>Leadership/Teamwork</p>	<ul style="list-style-type: none"> • Supports the decisions of SLSNSW Board of Directors and SLSNSW Management • Displays willingness to assist others, shares knowledge openly, cooperates and supports the department. • Receptive and open to feedback • Maintains a positive and constructive attitude that promotes confidence in those around them. • Contributes to staff meetings and promotes the exchange of information throughout the organisation. • Regularly meets with Manager to discuss performance, plans and current issues

Continuous Improvement	<ul style="list-style-type: none"> • Exercises initiative in making improvements to work processes and outcomes. • Always searches for better ways and strives for best practice. • Embraces and adapts to change
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WORKING RELATIONSHIPS

Internal: The Digital Marketing & Content Coordinator is an integral part of the Communications team and works across all areas of the organization.

External: Liaises with suppliers and contractors for digital services, web development and hosting, marketing platforms and CRMs.

APPROVAL

This position description has been reviewed and is considered to accurately reflect the requirements of the role and the organisation

Chief Executive Officer _____ Date _____

GM Communications and Partnerships _____ Date _____

I have read and understood this document and agree to perform the duties and responsibilities as listed within the list

Employee Name _____

Employee Signature _____ Date _____