Digital Content Manager

Digital Experience Public Programs	
Employment Type:	Full Time - Ongoing
Classification:	Executive Level 1
Position Number:	60000123
Reports to:	EL2 Head, Digital Experience
Direct Reports:	2 x APS 6, 3 x APS 5

The Australian War Memorial

The Australian War Memorial combines a shrine, a world-class museum, and an extensive archive. The Memorial's purpose is to commemorate the sacrifice of those Australians who have died in war or on operational service and those who have served our nation in times of conflict. Its mission is leading remembrance and understanding of Australia's wartime experience.

The Memorial plays the leading role in the nation's commemoration of the Australian experience of war. The Memorial's website is accessed by over 12,000 users daily and our social media and digital channels have over 100,000 followers. Our users seek to discover records and information on Australia's military history through research of people and conflicts within our online collections along with commemorative events and activities.

We are seeking an experienced and motivated Digital Content Manager to join our Digital Experience team to provide strategic leadership and management of the design and development of the Memorial's digital services. The direction of this section is to build and deliver on the Memorial's Digital Engagement Strategy.

The Digital Content Manager role is a lead role within the Digital Experience team under the direction of the Head of Digital Experience. The Digital Content Manager will have a creative mind with strong project management and people management skills. The Digital Content Manager will have excellent knowledge of digital communications, latest trends, technology and best practices.

Qualifications in communications, marketing or journalism are highly desirable.





Core Responsibilities

- Delivering within the digital content strategy encompassing all digital and social channels.
- Maintain and revise, as required, standard operating procedures for the planning, execution and amplification of the Memorial's content. This includes tone of voice guidelines for content development and a digital playbook for other sections to use in developing content.
- Review and refine social media and online guidelines in line with the overall digital engagement strategy.
- Consult and collaborate with various sections of the Memorial in the management of a content calendar and schedule of content in accordance with aims and direction within the digital strategy.
- Create, edit and manage the production of digital content consistent with the Memorial's brand and tone of voice.
- Project-manage in house and outsourced content creators within defined initiatives delivering on the digital strategy.
- Develop models to report on content marketing metrics and demonstrate ROI to wider stakeholder group. Show continuous improvement of the content strategy based on analytics and user behaviour
- SEO optimisation of website content
- Develop linking strategy and partnerships with key government and tourism organisations and bodies.

Selection Criteria

Essential Criteria:

- 1. Extensive experience within a relevant environment or industry and excellent judgement when creating and publishing digital content.
- 2. Demonstrated experience in the planning, execution, amplification and evaluation of digital content.
- 3. Considerable experience in a variety of social media channels, including monitoring, issues management and insights analysis.
- 4. Demonstrated high level interpersonal and communication skills in a customer-focussed environment.
- 5. Demonstrated ability to lead and work with people in a cooperative team environment to achieve desired outcomes and goals.

