

Digital Marketing Manager



Marketing & Communications, Global Ideas

THE OPPORTUNITY

Global Ideas is an interdisciplinary community committed to practical action for global health equity.

Global Ideas is on a mission to create and connect the next generation of global health leaders, and therefore we seek to engage younger people in Australia to build their capacity to lead change for better health equity in Australia and our region.

Recognising that global health challenges are complex, unpredictable, interdependent and often driven by factors outside the health sector, our programs draw participants from our diverse, next-generation, interdisciplinary community to provide action oriented learning in three Programs including:

- The **Global Ideas Forum**, *our popular annual conference*. A foundational crash-course on cutting-edge global health thinking, presented by leading global experts and home-grown innovators from a diverse array of industries and perspectives.
- The **Global Ideas Labs**, *small group facilitated discussion*. This series provides deeper dives into challenging topics relevant to the Asia-Pacific. Curious audiences will interact with panels that bring an unusual cross-disciplinary mix of next-gen practitioners together with the latest in global health research and thinking.
- The **Global Ideas Design Jams**, *problem-based experiential learning for global health action*. The Design Jam series brings the process of design thinking and entrepreneurship to the global health and development context.

YOUR ROLE

We invite applications for the position of **Digital Marketing Manager**.

Ideally, you will be a digital jack-of-all-trades, able to jump in and make some website tweaks, as well as providing recommendations and insights into audience behaviour.

SKILLS & SELECTION CRITERIA

You will be able to:

- Coordinate all aspects of digital activity internally and externally, including web design, CMS updates and e-marketing activities,
- Basic understanding of SEO and SEM,
- Coordinate social media functions, including review and update of content, monitoring traffic and providing audience insights,
- Assist with the development, design and layout of Global Ideas collateral and promotional material,
- Work with staff throughout the entire organisation to assist them to develop appropriate marketing material for both internal and external purposes,
- Provide specialised advice and recommendations to internal stakeholders on their publication, online, photographic and multimedia needs,
- Responsible for system administration and website maintenance using our Wordpress template.

To be considered for this role you must be able to:

- **commit:** up to 10 hours per week and attend the *Global Ideas Forum* September 8-10th 2017.

BENEFITS

- You will shape the key global health leadership and innovation conference for Asia Pacific as you expand its reach,
- You will be immersed in a purpose-driven and supportive community of exceptional people from diverse industries delivering sustainable global health impact,
- You will develop strong relationships with next-generation global health leaders, industry partners and impact investors,
- You will develop new media skills and experiment with bold social media initiatives,
- *This is a volunteer role. Incidental expenses will be covered.*

APPLICATION PROCESS

Applications will be accepted on a rolling basis. Please send the following to applications@globalideas.org.au ASAP:

1. A **cover letter** to address the selection criteria above
2. A **CV or resume** that includes the contact details of two professional referees (these will not be contacted unless shortlisted for interview)

Interviews will be held in Melbourne and the role will commence immediately following. Candidates must be able to commit to the role for at least 6 months, preferably 18 months. For any queries, please email the Director of Community, Amelia Moulis at amelia.moulis@globalideas.org.au. We look forward to your application.