

Uwu Digital Marketer

Australian Council of Trade Unions • Melbourne VIC 3004

 Base pay
\$0 - \$0

 Work type
Full Time

 Contract type
Permanent

Skills

MARKETING

DIGITAL CAMPAIGN

INBOUND MARKETING

SEARCH ENGINE MARKETING

SEARCH ENGINE OPTIMIZATION

Full job description

UWU: Digital Marketer POSITION The United Workers Union is seeking a Digital Marketer on a 12-month fixed term contract in QLD. Applicants from other states will be considered. Candidates with experience planning and executing high volume digital advertising, lead generation, customer acquisition, and content marketing strategies will be highly regarded. A commitment to union values is expected. ABOUT UNITED WORKERS UNION United Workers Union is a powerful member-led union whose sole purpose is to serve the collective interests of members in workplaces and communities by winning significant and long-lasting gains. The Union is driving change by growing union membership, developing leadership amongst our members, encouraging active member participation in the union, building and enforcing standards in our sectors, and campaigning both politically and in the community. As a union with a proudly diverse membership, we are committed to equity and inclusion; and continuing to build a union that is truly representative of the workers we cover. We strive to ensure that every members voice can be heard and create opportunities for participation from members with diverse backgrounds in all activities/functions of the Union. We encourage applications from people of Aboriginal and Torres Strait Islander backgrounds and people from diverse cultural and linguistic backgrounds. The United Workers Union is proudly affiliated with the Australian Labor Party. KEY RESPONSIBILITIES For our members lives to change for the better, United Workers Union needs to grow big, take actions, build leaders and win - youll

Job details

 Date posted
03 Jun 2021

 Expired On
06 Jul 2021

 Category
Marketing & Advertising

 Occupation
Market Research & Analysis

 Base pay
\$0 - \$0

 Contract type
Permanent

 Work type
Full Time

 Job mode
Standard/Business hours

 Work Authorisation
AUSTRALIAN CITIZEN / PERMANENT RESIDENT

develop and execute end-to-end digital marketing strategies to achieve those ends, with a focus on attracting, acquiring and retaining our members; Youll work collaboratively with diverse internal stakeholders across teams to establish and leverage best-practice inbound marketing, lead generation, and conversion; Youll harness data from a range of sources, establishing KPIs and creating reporting dashboards; Youll use insights to inform industry-wide member retention and recruitment strategies across UWU teams; Youll conduct ongoing review, optimisation and automation of existing workflows and campaign processes to drive greater operational efficiency, and increase membership growth and retention

KEY SELECTION CRITERIA To be considered you will have: Qualifications in digital marketing and/or content strategy; Minimum 2 years experience in digital marketing either in house or in an agency setting; Experience developing and executing campaigns using email marketing, Facebook Business Manager and Google Ads, and SEO/SEM; Experience with leading digital marketing platforms and CRMs. An ability to plan and organise work and achieve outcomes; A passion and drive to improve workers lives and achieve the goals of the union; Good communication, messaging and rapport building skills. To perform this job you will also be required to have or obtain and maintain: Right of Entry Permits

REMUNERATION An attractive remuneration package will be offered to the successful applicant, which will include: Salary commensurate with demonstrated skills and experience (range from \$71,000 to \$82,000); 16% superannuation; 6 weeks annual leave with 25% leave loading. Applications close: 4pm Thursday 3 June 2021. For further information about the role, please email hr@unitedworkers.org.au.