



Australian Government
Organ and Tissue Authority

Marketing and Digital Lead, Communications and Engagement team

Classification Level: EL 1	Salary: \$106,656 - \$121,642
Employment Type: Ongoing – Full Time	Location: Canberra, ACT
Position Number: 20032026	Contact: Brianna Elms - 0402 331 424
Closing Date: 1 December 2021	

About Us

The Organ and Tissue Authority (the OTA) is a small Commonwealth agency that works in close collaboration with the DonateLife network, states and territories, health clinicians and the community to improve the rates of donation in Australia to enable more people access to lifesaving transplants. The OTA is a statutory authority established by the *Australian Organ and Tissue Donation and Transplantation Authority Act 2008*.

Position overview

The OTA's Communications and Engagement team delivers innovative and effective communication, marketing, and stakeholder engagement strategies to the Australian public. Through the DonateLife brand, the team's focus is building community awareness about organ and tissue donation and increasing the number of registered organ and tissue donors – which contributes to increasing the rates of organ and tissue donation in Australia. We achieve this by running a national community engagement and education program, and as a team are responsible for marketing, public relations, website management, social media, community and stakeholder engagement, education, partnerships and grants, media and issues management, internal communications, events, branding and design.

Working as a leader of a small and dynamic team as the Marketing and Digital Lead, you will drive the strategy and delivery of key DonateLife marketing and digital strategies and campaigns, including social media.

Specific duties

In this role you will:

- Lead the effective planning, coordination, implementation, and execution of national marketing campaigns and strategy (including the annual DonateLife Week campaign)
- Oversee the day-to-day management, content strategy and publishing schedule to optimise DonateLife's digital channels, including website and social media
- Lead the procurement and management of external suppliers as needed including PR, creative, advertising, graphic design, merchandise and website support arrangements
- Champion the DonateLife brand, graphic design processes and merchandise on behalf of OTA and the DonateLife network to ensure consistency
- Work closely with key internal and external stakeholders to maximise marketing and digital opportunities as they arise

- Develop high-quality plain English content and marketing communications products for a range of audiences
- Develop and maintain effective and efficient project management processes
- Provide regular updates, reports and analytics to evaluate progress against key marketing and digital objectives
- Deliver competing priorities to a high standard, bringing energy and drive to progressing work with a commitment to getting the job done, during a time of change
- Lead, motivate, mentor and manage the workload of the Marketing and Digital Advisor
- Provide high-level, expert advice and support to the National Manager, senior leadership team and DonatLife network regarding marketing and digital activities
- Adhere to the [APS Values](#), [Code of Conduct](#) and demonstrating capability in line with the APS Integrated Leadership System and Work Level Standards at the EL1 level

Capabilities

To be successful in the role you will be able to demonstrate capability in line with the APS Integrated Leadership System and Work Level Standards at the EL1 level:

Relevant skills and experience

- Formal qualifications are highly regarded - a degree, diploma or post graduate diploma from an Australian tertiary institution or a comparable overseas qualification, with a major in public relations, communications, marketing or stakeholder engagement.
- A minimum of five years' experience in a related role or communications discipline
- Have a proven ability to deliver and evaluate marketing campaigns and activations that achieve results
- Demonstrate experience in overseeing the management of successful digital channels including website and social media that drives community engagement

Shapes strategic thinking

- Focuses strategically and understands the organisation's objectives and aligns operational activities accordingly
- Have strong leadership, staff management and project management skills

Achieves Results

- Possess excellent organisation and time management skills and the ability to manage competing priorities while maintain high work standards
- Be self-motivated with the ability to respond to urgent tasks, remain calm and adapt quickly to a changing environment
- Have innovative, creative thinking that allows you to think outside of traditional approaches to meet objectives and budget requirements
- Identify and communicate issues and make decisions with a focus on achieving key media and stakeholder engagement outcomes, often within challenging timeframes.

Cultivate productive working relationships

- Demonstrate ability to effectively manage interpersonal relationships with respect and communicate with influence with internal and external stakeholders including partners, community groups, other agencies, external suppliers

Exemplifies personal drive and integrity

- Behaviours consistent with the values of our organisation and the Australian Public Service
- A demonstrated commitment to the health, safety and wellbeing of all employees

Communicates with influence

- Communicates clearly with stakeholders including listens, understands and adapts to audience
- Demonstrate exceptional plain English written and verbal communication skills

Eligibility

To be eligible for this position you must be an Australian Citizen at the closing date of application.

Commencement of employment is subject to the successful applicant undergoing and satisfying a police history check.

We value diversity in gender, backgrounds, culture and experience of our employees and we are committed to providing an inclusive workplace culture that ensures everyone has equal opportunity to contribute, participate and progress. Applicants who are Aboriginal and/or Torres Strait Islander, come from a diverse cultural or linguistic background or have a disability are encouraged to apply. We aim to ensure that all applicants are treated fairly and that they have equal access to job opportunities.

RecruitAbility applies to this vacancy. Under the RecruitAbility scheme you will be invited to progress your application for further assessment if you choose to apply under the scheme. You must advise you would like to 'opt in' to participate in the scheme at the time of submitting your application.

Details about the RecruitAbility scheme can be found at the Australian Public Service Commission website – <https://www.apsc.gov.au/recruitability>.

To Apply

Applicants are required to submit the following to recruitment@donatelife.gov.au:

- application cover sheet
- CV
- one page pitch outlining your skills, knowledge and experience against the *Capabilities* component of this advertisement.

Please visit the [employment](#) page of our website for more information about the OTA, our recruitment processes and how to apply. Alternately, you can call the Contact Officer or send us an [email](#).