

Position Description

Position title:	Digital Advisor
Division:	Marketing Communications
Location:	National Office
Reports to:	Manager, Integrated Marketing
Position type:	Full time
Approved by:	CEO
Date approved:	CEO January 2024

About us

APA is proud to be a 5-Star Employer of Choice, Winner of the 2022 Association of the year award and have a vibrant and inclusive working culture that is underpinned by our core values:

Accountability | Excellence | Collaboration | Courage | Respect

The Australian Physiotherapy Association (APA) is the peak body representing the interests of more than 32,000 physiotherapists in Australia. It does so by advocating for access to quality physiotherapy services, providing leadership in the wider health landscape, creating lifelong information and learning opportunities for members, and working with stakeholders to support members' interests.

The APA provides a variety of employee benefits:

- 3 extra days of leave at the end of the year
- a mental health day
- hybrid working environment
- savings on a range of corporate partner products
- access professional development opportunities
- service awards at 5, 10, and 15 years of service
- ... and lots more.

About the role

Reporting to the Integrated Marketing Manager, this role manages the website as a key communication tool to support APA members, inform key stakeholders, drive new member acquisition, and grow consumer awareness and access to physiotherapy.

Key Responsibilities

- Working closely with marketing team and stakeholders to plan, create, edit, and publish digital content and conduct regular content audits.
- Analysing digital platform traffic and audience behaviour, monitoring performance and identifying opportunities for improvement.
- Utilise data-driven insights from analytic tools to provide recommendations on UX design, SEO and digital advertising.
- Monitoring, optimising and championing the accessibility of digital content.
- Support with the implementation of marketing campaigns and post-campaign reporting.
- Work with IT and campaign teams to leverage website personalisation to deliver improved end-to-end experiences.
- Liaise with our external agency to identify and implement opportunities for efficiency across our organic and paid search activity.
- Conduct frequent market research to identify current and emerging trends in digital marketing and technology.
- Collaborate closely with teams across the marketing and media team, to ensure a unified campaign experience.
- Working with IT to maintain website and implement technical updates and improvements.
- Support APA event and conference digital planning and activity, as required.
- Work with stakeholders to build digital literacy and application of digital best-practice.

About you

- Degree in Marketing, Business, Digital Media or similar.
- Minimum of 2 years of relevant work experience in digital marketing, focusing on website performance.
- Demonstrated alignment to APA's values – accountability, respect, excellence, collaboration and courage.
- Solid understanding of UX and SEO best practice and processes.
- Ability to prioritise workload to meet agreed objectives and deliverables.
- Ability to manage small project teams.
- Ability to manage, maintain and nurture internal and external relationships.
- Confidently shares learnings and insights with key stakeholders and isn't afraid to question the norm to drive business results.

- Strong interpersonal communication skills.
- Demonstrated use of a web content management system, Drupal desirable.
- Demonstrated use of Microsoft Office Suite.
- Be a team player capable of performing administrative duties and multi-tasking to support the team.
- Basic understanding of HTML.

Desirable

- Experience using Adobe Suite, including InDesign and Xd.
- Experience using management software, including Jira and Trello.
- Proficient in HTML.