



## DIGITAL MARKETER

The Song Room is a purpose driven organisation that levels the learning playing field for children experiencing disadvantage through an impactful, sustainable and scalable approach to Arts Learning. In partnership with schools, we seek to develop creative, courageous and compassionate young people who take ethical and responsible action, recognise their shared humanity and help shape a better world.

In working for The Song Room, you directly contribute to addressing the educational equity gap for some of Australia's most disadvantaged young people.

## OUR CULTURE

Our values of creativity, integrity, collaboration, empowerment and inclusivity shape our impact and culture. The Song Room relies on team members to embrace a positive culture by:

- Visibly demonstrating the values and philosophy of The Song Room.
- Contributing as a member of a team of learning leaders.
- Developing strong and productive professional relationships.
- Championing an inclusive and collaborative working environment.
- Driving innovation and creative initiatives that achieve organisational growth.
- Advocating for The Song Room and its achievements.

## KEY PURPOSE

The Digital Marketer delivers end-to-end digital marketing and communications to elevate and amplify The Song Room's voice, driving demand for impactful Arts Learning programs in primary schools across Australia. This role is not just about marketing – it's about making a difference.

The Digital Marketer manages the digital presence of The Song Room, ensuring the message reaches and resonates with educators, communities and supporters. Highly organised, the role plans, develops, and delivers digital marketing projects and campaigns, creates engaging content, manages social media channels, and maintains the websites ([www.songroom.org.au](http://www.songroom.org.au) and [www.artslive.com.au](http://www.artslive.com.au)). With excellent communication and collaboration skills, the Digital Marketer coordinates content creation, designs assets, collates data, and produces impactful marketing collateral. This role requires a strategic thinker with a creative flair – able to balance big-picture storytelling with the meticulous execution required to meet deadlines and deliver across multiple channels.

The Digital Marketer will be immersed in the ever-changing digital landscape and excited to maximize tools and trends to keep the message fresh and engaging. Above all, this role requires enthusiasm, innovation and a belief in the power of art education to transform lives.

This is a part-time role available at 0.8 FTE (4 days) reporting to the Director, Marketing and Communications. This role works collaboratively with the wider Song Room team. It has no direct reports.

## KEY OUTCOMES

The following outcomes define the high-level expectations of the role that should be visible and evident:

- Highly engaged and growing audiences across all digital platforms, including The Song Room and ARTS: LIVE websites and social media channels, through consistent, strategic content delivery and effective social media management.
- High-quality, creative marketing materials that reflect strong graphic design and compelling copywriting skills, consistently aligning with brand standards and resonating with target audiences.
- Successfully coordinated communication campaigns and initiatives, inclusive of clear and well-structured project briefs, accurate and effective data list development, timely reports, and on-schedule, high-quality distribution.
- Well-maintained content libraries
- Strong relationships with internal and external creators, suppliers, program partners, and funders, ensuring all materials meet authorisation and copyright standards.
- Consistent brand alignment across all materials, templates, and resources, demonstrated by the ability to guide and support teams in maintaining the organisation's style, voice, and brand marks.
- High quality digital education resources for ARTS:LIVE, leading to increased acquisition and engagement on the platform.
- Data-driven digital performance reporting and insights, with evidence of how analytics have informed and improved digital engagement strategies and future content development.
- Increased visibility and awareness of The Song Room's achievements through the consistent gathering and sharing of impactful stories with internal and external audiences.
- Demonstrated ability to take initiative, working both independently and collaboratively within a team to achieve shared goals.
- Ongoing commitment to child safety, with full adherence to The Song Room's Child Safe Policy and Code of Conduct, always ensuring a safe and supportive environment.

## EXPERIENCE, QUALIFICATIONS & REGISTRATIONS

- A degree in marketing and/or digital communications.
- Minimum 4+ years of experience in a marketing role using a variety of digital resources, programs and systems to deliver across multiple channels. Experience in digital marketing and production, and analytics, including Google Ads.
- Experience in CRM (Salesforce preferable) and CMS (WordPress preferable) systems, email marketing tools (Campaign Monitor preferable), social media management and Google Analytics tools.
- Experience in Adobe Creative Cloud suite programs and/or Canva.
- Current Working with Children Check (WWCC) will be require prior to commencing work with The Song Room.

## ESSENTIAL CAPABILITIES

The following capabilities define the high-level expectations of the role that should be visible and evident:

<b>Critical Thinking</b>	Able to use range of tools or assumptions to examine and assess information, thinking, assumptions and issues to present well-reasoned insights or to make judgements.
<b>Communication</b>	Able to communicate with clarity and impact to facilitate individual and collective understanding, action or information exchange.
<b>Adaptive Mindset</b>	Able to adjust to change and maintain their curiosity while dealing with disruption, pressure and setbacks in a resilient, positive manner.
<b>Problem Solving</b>	Able to define and analyse problems, generate optimal solutions and make recommendations.
<b>Initiative and Drive</b>	Able to appreciate personal strengths and weaknesses and effectively relate to others in a professional manner. This includes being able to work independently, set and attain personal and work-related goals, being motivated and accepting responsibility for their own actions.

## CHILD SAFETY

All staff at the Song Room have an obligation to always ensure child safety is paramount and report any concerns they have, in line with our duty of care obligations. You will be required to always have a current working with children check or similar. The Song Room has zero tolerance when it comes to abuse of any kind and will take disciplinary action, including and up to termination of employment, should we determine that abuse has taken place or there has been a failure to report any suspected or alleged abuse.

## DIVERSITY AND INCLUSION

At The Song Room, diversity and inclusion are integral to our mission. We believe that our workforce should reflect the rich diversity of the Australian community. We embrace difference and diversity of identity, experience and thought, and we actively strive to create an inclusive workplace that encourages a sense of belonging.

We acknowledge the traditional owners of the lands on which we work, create and learn. The Song Room's head office is located on lands of the Wurundjeri Woi Wurrung peoples of the Eastern Kulin nation.

*The Song Room operates within a flexible hybrid-working model in accordance with its current policy. Position descriptions may be amended from time-to-time by The Song Room to meet its changing requirements.*