

Digital Search Marketing - SEM/SEO - Randstad

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Company: Randstad

Location: Australia

Category: business-and-financial-operations

About the role

The Department leads the delivery of education and development services to children, young people and adults both directly through government schools and indirectly through the regulation and funding of early childhood services, non-government schools and training programs.

The role supports the Digital Strategy and User Experience Manager and project stakeholders to deliver intranet content that meets best practice digital and knowledge management standards.

The role will:

- Review content against digital standards and accessibility requirements, and suggest improvements where appropriate

- Give advice to content owners on accessibility and assist them to be advocates of best practice

- Format content into correct styles and heading structures

- Conduct technical checks on content, for example, broken link checking

- Carry out other digital communications activities as required.

Duties

- Contribute to the management of Departments website and other digital channels,

including overall positioning, content, structure, design, usability, metrics and system support and performance

Assist with identifying and conducting analysis to inform digital content to enhance the delivery of digital content

Assist business users, contractors and other stakeholders to develop digital materials and to maintain content, ensuring currency and accuracy of information

Assist with educating and guiding others on how to use online systems and platforms, including providing training and developing guidelines

Required Capabilities:

Experience with content management systems including a basic working knowledge of HTML, analytics, image manipulation and optimisation

Experience of working with digital marketing channels

Knowledge of and interest in online communication current practice and trends, including usability, accessibility, information architecture and metrics

Expertise in developing and quality assuring digital communications to enhance user experience and deliver targeted messaging

To be successful in this role you must hold:

* Public sector experience is desirable

* A tertiary qualification in fields related to digital marketing or communications

How to apply

If you believe you have the passion and drive to succeed within this role, apply directly utilizing the link provided or by submitting your CV at <https://www.randstad.com.au>. Knowing the company really well, I would definitely recommend applying. If you have any questions before applying, contact Krish Reddy at krish.reddy@randstad.com.au for further information.

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