

Senior Content Strategist

JOB SPECIFICATION

1 BROAD PURPOSE OF POSITION

The Senior Content Strategist is responsible for planning and producing unique and engaging creative content for our products, parks, café, venues, and events. This is a unique role, as your mission will be to create sensitive content and collateral that will appeal to a broad range of communities. You will need to ensure all customer touchpoints are beautifully designed, are on-brand and increase conversations and conversions.

2 OUR VALUES

Adelaide Cemeteries fulfils a special role within our communities. At our heart, we provide essential services and information to help people navigate one of life's most significant and challenging events, death. Our Organisational Values express what Adelaide Cemeteries stands for, the way we present ourselves and our cemeteries, how we work together, make decisions and most importantly, how we treat our customers. It is important that every Adelaide Cemeteries employee "lives and breathes" our Organisational Values.

Our Values are:

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| Courageous: | Say what we believe in and be willing to challenge and be challenged. |
| Honest: | Be open, transparent and invite constructive feedback. |
| Accountable: | Own our actions. |
| Respectful: | Feel empathy, be considerate and willing to help. |
| Trusting: | Have confidence in the ability of others. |

3 REPORTING/WORKING RELATIONSHIPS

The Senior Content Strategist reports directly to the General Manager, Customer Experience, whilst working closely with the Memorial Sales Manager and Hospitality Manager.

4 KEY RESPONSIBILITIES AND ASSOCIATED ACTIVITIES

4.1 Brand & Design:

- 4.1.1 Manage Adelaide Cemeteries' brand hub and style guides
- 4.1.2 Create high quality digital content from concept to technical execution/output
- 4.1.3 Create brand asset templates for social, email, print, ppt and video
- 4.1.4 Review and design all official template documents for external and internal customers
- 4.1.5 Develop templates and design brand-aligned, high visual impact EDMs
- 4.1.6 Design and manage visual communications and content across the website, social media platforms, EDMs, paid media and event materials
- 4.1.7 Create infographics and design online tools for lead generation
- 4.1.8 Manage and regularly update existing webpages
- 4.1.9 Manage and host social media campaigns; monitoring engagement, analyse and report on data
- 4.1.10 Design video & webinar content for web, social media, webinars and EDMs
- 4.1.11 Work with the memorial sales team and hospitality team in providing design support, sales tools, and marketing assets
- 4.1.12 Design, maintain, and update signage across all sites.

4.2 Communication/Marketing

- 4.2.1 Create radio and tv scripts and liaise with media stakeholders
- 4.2.2 Plan, implement & report on all marketing campaigns across Adelaide Cemeteries' brands
- 4.2.3 Provide reports to Management & Board
- 4.2.4 Copywrite all communications through digital platforms to stakeholders
- 4.2.5 Provide feedback and drafting on all external stakeholder communications
- 4.2.6 Manage marketing & promotions for Adelaide Cemeteries events
- 4.2.7 Speech writing & presentation preparation.

4.3 Management:

- 4.3.1 Manage external production vendors, such as videographers and film crew
- 4.3.2 Design and manage visual communications and content across the website, social media platforms, electronic direct mail (EDMs), paid media and event materials (when recommended)
- 4.3.3 Budget management & planning for marketing activities
- 4.3.4 Management of all Adelaide Cemeteries' social media accounts including some out-of-hours supervision
- 4.3.5 Manage external suppliers for implementation of marketing campaigns
- 4.3.6 Manage external suppliers for installation and supply of signage
- 4.3.7 Manage internal staff and external suppliers for implementation of events
- 4.3.8 Manage & plan Adelaide Cemeteries' suite of events
- 4.3.9 Project management, including signage updates & rebranding
- 4.3.10 Management of sponsorship opportunities and deliverables.

5 ADDITIONAL ORGANISATIONAL REQUIREMENTS

- 5.1 Commitment to working flexibly with some out of hours work required
- 5.2 Ability to communicate effectively, interact with co-workers, managers, and public
- 5.3 Will be required to participate in an approved performance management program
- 5.4 Will be required to participate in relevant trainings to satisfy compliance and health and safety requirements
- 5.5 Will be required to submit police history checks
- 5.6 Commitment to the principles and practices of ethical conduct, equity, and respectful behaviour within the workplace
- 5.7 Continuous improvement and quality assurance
- 5.8 High quality, sensitive customer service delivery standards
- 5.9 A flexible approach to the taking of leave is required
- 5.10 The ability to work calmly under pressure
- 5.11 Current SA Driver's Licence
- 5.12 May require some use of own vehicle for which reimbursement will be made.

6 WORK HEALTH SAFETY REQUIREMENTS

- 6.1 Take reasonable care of the health and safety of yourself and others. You must cooperate with Adelaide Cemeteries in their efforts to comply with Work Health & Safety requirements
- 6.2 You should not undertake any task unless you have been adequately trained and are qualified in accordance with Work Cover and other requirements to undertake the task
- 6.3 Always ensure that you and your fellow employees utilise safe working procedures and personal protective equipment applicable to the task to be undertaken. This obligation applies to each aspect of work to be carried out by all employees and contractors
- 6.4 Immediately report any condition, which threatens your safety, the safety of a co-worker or member of the public
- 6.5 Where necessary, take immediate corrective action where something poses a threat to health and safety. Further, report and document any corrective action to the appropriate worker to ensure that the situation does not recur.

7 ENVIRONMENTAL REQUIREMENTS

Contribute to the successful implementation of Adelaide Cemeteries' Environmental Management System by complying with Adelaide Cemeteries' environmental policies and obligations to ISO140001 Environmental Management Systems by taking appropriate action in areas such as:

- 7.1 Supporting Adelaide Cemeteries to fulfil its compliance obligations to protect the environment by preventing or mitigating adverse environmental impacts
- 7.2 Have an awareness and understanding of the requirements of the Environmental Management System
- 7.3 Actively participate in environment awareness training
- 7.4 Make suggestions to Top Management or the EMSC regarding opportunities for continual improvement
- 7.5 Demonstrate commitment with respect to the Environmental Management System and all activities associated with the reduction of Adelaide Cemeteries' greenhouse gas emissions, including but not limited to:
 - 7.5.1 Maximising the diversion of waste from landfill from business operations
 - 7.5.2 Encourage the efficient use of water
 - 7.5.3 Consider the lifecycle perspective of an activity, product, or service
 - 7.5.4 Protection of Adelaide Cemeteries environmental assets
 - 7.5.5 Minimise power requirements whenever possible

8 PROCUREMENT

Officers such as administrative staff, team leaders, and senior decision makers with a requirement to procure goods and services, manage contracts and budgets on behalf of Adelaide Cemeteries are required to discharge procurement and contract management duties in accordance with Adelaide Cemeteries' Procurement Framework.

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Employee

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Manager

PERSON SPECIFICATION

QUALIFICATIONS

- **Essential** – Degree in Graphic Design, Marketing, or related field required.
- **Desirable** –

KNOWLEDGE, SKILLS, AND EXPERIENCE

Essential

- 5 years' experience in managing marketing and print/social media strategies
- Your passion is creative and pixel-perfect design - via print, video or digital
- You have solid writing and editing capability
- You have experience in the use of digital programs and applications across the Adobe Creative Suite, particularly InDesign, Photoshop, Illustrator
- Experience using social media within a business environment
- SEO, key word search and Google Analytics skills and knowledge
- Strong organisational skills and the ability to manage multiple tasks
- Excellent communication with internal and external stakeholders
- Ability to work fast, with diligence.

Desirable

- Broad understanding of the functions and services of the Authority
- Broad understanding of corporate planning, governance, and management processes
- Knowledge of customer service delivery and quality assurance principle
- Experience in the application of policies, procedures, and legislation.