



## POSITION DESCRIPTION

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### POSITION DETAILS

Title:	Digital Impact Officer
Status:	Full time
Salary Classification:	Classification 4 - 5
Salary:	\$70,510 - \$85,098
Location:	Rockhampton, Gladstone, Theodore or Emerald (Negotiable)
Reports to:	Impact and Experience Coordinator

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### About FBA

*FBA works for our central Queensland community to grow a sustainable, productive and profitable Fitzroy region.*

Initiated by a group of passionate community members over 27 years ago, Fitzroy Basin Association (FBA) is now central Queensland's leading Natural Resource Management (NRM) organisation. FBA works for and alongside our regional community to grow a sustainable, productive and profitable Fitzroy region. As central Queensland's leading NRM organisation, FBA is uniquely placed geographically, strategically and operationally to deliver priority environmental and agricultural outcomes. When it comes to the environment, landholders and our local community, FBA is best placed to lead and support projects that protect the future prosperity and resilience of our land and sea.



#### PURPOSE

We are the people shaping the environment of the future.



#### VISION

Healthy and resilient natural assets.



#### LEGACY

Inspired and empowered communities who value our natural assets.

### FBA Goals

*Lead* - regional connection and collaboration

*Leverage* - knowledge, science and partnerships

*Create* - value through people and solutions

### Purpose of the Position

The Digital Impact Officer will be responsible for informing enhancements to FBA's services and digital engagement platforms through collection, analysis and reporting on FBA's social value, reach and impact.

### Roles and Responsibilities

The Digital Impact Officer will be accountable for:

- Developing and optimising data collection, systems and analysis to measure FBA's performance.
- Leading analysis of engagement and project delivery to measure FBA's impact and reach across the region.
- Interpreting data and analytics to provide high quality reports to inform FBA strategy and actions;
- Supporting staff with the integration of analytics and innovation to measure the social value.
- Collaborating with staff, researchers and key stakeholders to implement and improve digital activities, aligned with best practice and user experience.

- Informing FBA's digital presence and user experience including use of tracking, analytics, audience polling and automation;
- Overseeing content for FBA's digital platforms including CMS, CRM and marketing automation software (Survey Monkey and Campaign Monitor);
- Supporting an organisation-wide collaborative approach to the exploration of new initiatives that align with and enable FBA to deliver on the FBA strategic plan and vision;
- Undertaking work in a manner that complies with FBA policies, procedures and values; and
- Supporting the corporate strategy and vision of FBA.

### Key Performance Areas

Success is measured against key performance indicators in the areas of:

- Industry best practice and benchmarking.
- Measuring FBA's impact and value.
- Cross-organisational collaboration
- Positive contribution to organisational culture.

### Qualifications and Experience

Tertiary qualification in one or more of the following disciplines is desirable: Social or Behavioural Science, Marketing, Consumer Research or Business or equivalent work experience, relevant to the role's responsibilities and key performance areas. Technical knowledge of natural resource management, consumer behaviours and demonstrated experience in systems and data analysis would be highly regarded.

### Other Requirements

1. The Digital Impact Officer will maintain their knowledge and skills through ongoing professional development.
2. Demonstrated experience in Microsoft Office software.
3. Possession of a current Australian Drivers Licence.
4. Ability to travel and spend nights away from the home base to attend regional events, meetings, conferences and training.

### Reporting and Supervision

This position reports to the Impact and Experience Coordinator and has no supervisor responsibility.

### Salary, Superannuation and other benefits

The successful applicant will be offered a Contract of Employment consistent with the FBA Policies and Procedures and FBA salary framework. In addition to superannuation guarantee payments, FBA offers to match voluntary superannuation contributions by employees up to an additional 3% of salary.

FBA is keen to work with arrangements that suit the right person/people for the job, and to that end, are willing to negotiate part-time arrangements, including job sharing. Daily hours of work are flexible, reflecting the need for the successful applicant to work hours that suit clients.

### Further Information

Please contact the Corporate Services Manager on 07 4999 2824 for more information on the position. Visit our web site at [www.fba.org.au](http://www.fba.org.au) for further information on the organisation.

### Applying for the position

Applicants should submit a current resume, letter of application and contact details of two recent referees through FBA's website (<http://www.fba.org.au/work-with-us/>) or by email to [pamela.jeffery@fba.org.au](mailto:pamela.jeffery@fba.org.au). While applicants are not required to answer selection criteria in their letter of application, selection for the position will be based on the successful applicant's ability to demonstrate the following selection criteria at interview.

## Selection Criteria

1. Demonstrated experience with a range of software and web tools including CMS systems (Wordpress), Google Analytics, CRM systems and marketing automation software (Survey Monkey and Campaign Monitor).
2. Ability to collect, interpret, analyse and evaluate data to inform reports and recommendations.
3. Demonstrated understanding of user centric approaches to digital platforms and communication.
4. Ability to work collaboratively with staff to inform continuous improvement.
5. Demonstrated initiative, flexibility, creativity, teamwork and interpersonal skills.

## Working at FBA

FBA has four offices located across the Fitzroy region and is fortunate to have a team of 40 employees. At FBA all our employees are valued, integral to the success of the organisation and encouraged to generate innovative ideas and suggestions that improve all aspects of our business. You will join a team of like-minded, enthusiastic people that are passionate about natural resource management. FBA applies a flexible approach to help staff achieve a work life balance. FBA is an equal opportunity employer. Our corporate values lay the foundation for FBA's success and are embodied by our team members to achieve our strategic goals.

