**PLEASE INDICATE WHETHER YOU ARE APPLYING FOR THE ACON OR THE VAC POSITION IN YOUR CORRESPONDENCE.**

**This guide applies to employment through ACON for the Sydney-based position and employment through VAC for the Melbourne-based position.**

**Applying for a Position**

Appointments to the positions are based on merit. This means that the applicant who is judged to be the most capable of carrying out the duties of the position will be offered the job. The decision to appoint is based on the applicant’s written application, performance at interview, referees check, Criminal Record Check and/or Working with Children Check. Please note that the records checks will only be required on offer of employment and will only be conducted at the end of the recruitment process once you have been identified as the successful candidate and consented to the checks.

### The Job Advertisement

The job advertisement and the position description provide the basis for the selection process as they specify precisely the selection criteria, competencies and experience needed to satisfactorily perform the duties of the position.

### Preparing an Application

Your written application must stand on its merits. Do not assume that the selection panel knows what you have achieved in the past. If you do not demonstrate how you meet the criteria for the position you will not be called for an interview.

The completeness and relevance of your application will determine whether or not you are called for an interview. Where a large number of applicants meet the essential and desirable requirements, only those applicants who most strongly meet the requirements will be selected for interview.

There are three (3) steps to preparing an application:

1. Complete an Employment Application Form (available at <http://www.acon.org.au/about-acon/jobs>) and attach it with your application.
2. Address all of the “Selection Criteria” as outlined in the following position description. You are required to state how your skills, knowledge, experience and qualifications relate to the position. To do this, address each criteria separately in point form. You should use statements with examples that clearly demonstrate your competency in a particular area. Applicants who fail to demonstrate that they meet the requirements of the position will not be invited to attend an interview.
3. Attach an updated copy of your resume, including the contact details of three referees, one of which may be a personal referee.

Please note that it is not necessary to send in copies of your qualifications, references or awards at this time.

#### Where to Send Your Application

You must forward your application to ACON by the closing date stated in the advertisement.

Email: vacancy@acon.org.au

Postal: Human Resources Unit

414 Elizabeth Street

SURRY HILLS NSW 2010

If you are sending your application by email please ensure that it is in Microsoft Word format.

**After Applying for a Position**

If you have applied via email, you will be sent a return email confirming that your application has been successfully received. Your application will then be reviewed and we will contact you directly to discuss your application. If you are successful in gaining an interview, the hiring manager will contact you by telephone to arrange a suitable date and time for the interview. Otherwise, we will contact you by email to advise you that your application has been unsuccessful on this occasion.

**Position Title:** Senior Digital Engagement Specialist (2 Positions)

**Work Level:** Professional

**Reports to**

Associate Director, National HIV & Sexual Health Education Program

**Position Overview**

The National HIV & Sexual Health Education Program is a joint project of ACON and VAC to create the pre-eminent Australian online resource for gay men and other men who have sex with men on issues related to blood borne virus prevention – with a focus on HIV and sexually transmitted infections. The program will be delivered by a small team whose members will be located at ACON’s offices in Sydney and VAC’s offices in Melbourne.

ACON and VAC are recruiting for two Senior Digital Engagement Specialists – one located in Sydney and one located in Melbourne.

These are significant, nationally focused positions that will be critical to driving engagement and innovation in increasing the sexual health literacy of gay men and other men who have sex with men. Along with the Associate Director, these roles will be responsible for the planning, delivery and evaluation of a full range of online sexual health education resources and initiatives for gay men and other men who have sex with men across Australia.

The successful candidates will have proven experience in website development, social marketing, advertising, digital, social media, experiential campaign planning, implementation and evaluation. The ability to deal with stakeholders at all levels, a client service orientation and pride in performance are key attributes required for the role.

**Main Activities**

* Lead web design, web development and user-experience projects with external digital agencies as well as the development and implementation of the social media and content strategies.
* Develop and deliver integrated digital HIV prevention and health promotion campaigns nationally across websites, social media (organic and paid), SEO and SEM, and other PPC advertising initiatives to achieve project goals and objectives
* Analyse and leverage key contextual information (including epidemiological data, social and behavioral research, evaluations of relevant campaigns and websites, etc) to develop evidence informed online messages and resources
* Develop and focus test content architecture, content usability, and functionality of the hub across multiple platforms utilizing advice from the Project Reference Group meetings, and obtaining any necessary approvals.
* Plan and develop identified content for delivery via a variety of mechanisms including video, interactive tools, native advertising, and material covering issues relevant to specific sub-populations.
* Prepare and develop digital briefs, approval briefs, project plans and evaluation briefs.
* In conjunction with the Associate Director, build and enhance partnerships with key stakeholders, agencies and external service providers to ensure effective, evidence-based responses to community issues
* Analyse and monitor digital activities against key performance indicators (including web traffic, site conversions, online reach, click-through, social media engagement open rates, and audience retention rates, among others) identifying risks and opportunities and providing recommendations to address issues in an appropriate and timely manner
* Oversee digital channel management, and manage and monitor campaign and media budgets

**Additional Activities**

* In conjunction with the Associate Director, ensure that the project complies with ACON and VAC Leadership directives as directed through the Deputy CEO, ACON.
* Ensure relevant legislation and regulations, codes of practice/ethics and organisational policies and procedures are followed in the conduct of the project.
* Maintain appropriate and timely statistics, administrative records and written reports
* Actively participate in and contribute to an effective and highly functional team environment and an ongoing process of supervision, unit meetings, team meetings, general staff meetings, quality improvement and professional development strategies
* Perform other duties to assist with the work of the unit as requested by your supervisor (or designate)

**Selection Criteria: Essential**

* Technical skills across a range of technologies and a proven track record as a digital ‘all-rounder’
* Relevant qualifications or experience in the area of digital marketing, digital engagement, and/or advertising/marketing
* Strong experience and a proven track record in integrated digital campaign planning from conception to development across a range of technologies
* Demonstrated understanding of:
  + user-experience design, web design and web development
  + social media strategic planning and management with experience managing online communities
  + market research, media planning, experiential marketing and resource production
* Demonstrated experience in using content management systems (CMS), including essential HTML/CSS knowledge
* Good understanding of both SEO and SEM
* Demonstrable content curation experience
* Demonstrated project management and organisational skills, including an ability to meet deadlines, manage budgets and work individually and/or as part of a small team
* Strong interpersonal and communication skills, including an ability to liaise and negotiate effectively with a range of internal and external stakeholders

## **Selection Criteria: Desirable**

* A demonstrated commitment to LGBTI communities, including people living with HIV with an understanding of sexual health issues relevant to gay men and other men who have sex with men.
* Experience in working in teams that are geographically dispersed
* Demonstrated understanding of social marketing theory and practice
* Ability and willingness to travel interstate

**Additional Information**

This is a full time position (38 hours/week).

The total remuneration package for this position is approximately $80,000 per annum inclusive of superannuation and leave loading. You may also elect to salary package a portion of your salary (up to $30,000 gross-up value) tax-free.

For more information about the roles, please contact Karen Price, Deputy CEO at ACON, on 02 9206 2000 or Colin Batrouney, Director, Health Promotion, Policy and Communications at VAC on 03 9865 6700.

**Applications close 5pm Monday, 15 August 2016. You must indicate whether you are applying for the ACON or VAC position in your application and/or CV.**