Job Description

**Job Title: Digital Director**

# Primary purpose of position:

As one of Australia’s fastest-growing machine learning apps on the market, we are looking for the right candidate to join our hard-working incredible team at Mentor.

Our core beliefs of Communication, Integrity and Honesty which must resonate with you and form part of your own personal core beliefs.

You will be responsible for delivering innovative digital solutions for client needs and use key analytical and insights to measure the effectiveness of the company’s project.

# Job Details including responsibilities:

1. Responsible for SEO integration and management across all platforms
2. Responsible foe course content in Moodle and training new staff on CMS
3. Overall management of digital media communications including mail clients, social media and website.
4. Provide weekly report on analytics obtaining to Mentor app and translate analytics and trends to all key stakeholders
5. Contribute where necessary to ideas and sales strategies.
6. Monitor all digital trends in the Education space and report back to team.
7. Test usability of Mentor and provide QA testing
8. Work with Product, Lead Engineer and Sales teams to market the Mentor App successfully through website and social media platforms.
9. Develop digital business rules and privacy policies for assigned product features.
10. Attend industry events representing Mentor as required.
11. Comply with safety rules, report all accidents and incidents and raise any safety issues or concerns.
12. Adhere to and comply with all Mentor policies and procedures.

**Person Specification**

* You are a creative, strategic thinker with a passion for producing engaging digital content
* Extensive knowledge of search engine marketing and digital technologies law
* Proficient in content management systems
* A multi-tasker that can manage web and social media channels
* Knowledge of big data technologies
* Ability to work autonomously

## Qualifications:

Tertiary qualifications in Digital Media communications

4+ year’s experience in content management role or similar

**Confidentiality Statement:**

During the course of your employment you may become aware of confidential information in relation to the company and its clients. It is a condition of this offer and your employment that this information is kept confidential by you both during and after your employment with the company.

**I acknowledge that I have read and understand what is expected of me in fulfilling the requirements of my role.**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_