

## Digital Administrator

The role is a combination of digital promotion and systems administrator.

Your central goal is to develop and maintain the information systems that support ARDA's objectives, as well as helping to grow the organisations influence through social media and networking activities.

Your duties will include assisting management in planning, implementing, and monitoring our digital systems and marketing campaigns across all digital networks. In addition to being an outstanding communicator, you will also demonstrate excellent interpersonal and analytical skills.

Responsibilities:

### Maintain Websites

- Manage website themes and plugins
- Manage associated subscriptions, licenses, updates and errors.
- Develop and monitor pages and associated content as required, keeping current and relevant.
- Analyse website content as provided by management and develop relevant social media content.
- Develop and maintain front facing membership areas and data bases
- Publish posts as directed
- Evaluate important metrics that affect our website traffic, service quotas, and target audience.

### Maintain Social Media

- Assist with developing and posting LinkedIn and Facebook content
- Assist with developing and growing online presence
- Scheduling and automating posts via Buffer
- Monitor new trends and activities that populate social media
- Assist with organic and paid marketing campaigns
- Report to management any new & innovative initiatives

### Maintain CRM

#### Data entry

- Have Standardized Data-Entry and Naming Conventions
- Enter Data in Real-Time
- Only Import Essential Contact List Data
- Eliminate Unresponsive Contacts
- Avoid Incomplete Contact Records

#### Data management:

- Track Lead Sources
- Identify essential data fields to avoid partial contact records.
- Put validation on your email and phone fields on forms.

## Digital Administrator Role Description

- Routinely check for duplicates.
- Purge unresponsive contacts.
- Run Regular Data Audits
- Ensure Data is Formatted Correctly Before Contact List Importing
- Validate Email Addresses and Phone Numbers on Lead Forms
- Only import essential data when importing contact lists.

## General

### Communications

- Manage an inbox that receives general communications, as well as client queries related to systems and processes.
- Research the market to identify relevant content that can be repurposed.
- Regularly review comparable organisations event calendars and promote appropriately via ARDA website and social media.
- Attend meetings and support action items as required

### Content Creation

- Design and distribute media content as required
- Design and develop documents for internal use
- Design and develop dynamic documents for clients

## **Establish, maintain and organise systems and associated permissions**

- At the direction of management, identify digital systems that could be established to help meet contractual requirements
  - Establish and configure systems, settings and permissions
  - Induct and train existing and new staff

## **Working with Management**

- Creating a goal for improving the social media presence,
- Developing the categorisation of the CRM
- Discussion and development of website improvements
- Setting of social media tasks and goals and implementing

**Time requirements per week**

<b>Basic ole coverage</b>	<b>Peak requirements*</b>
Data entry: 2 hours Systems management: 3 hours General business: 2 hours	Data entry: 4 hours  Systems management: 10 hours  General business: 5 hours  *this can vary considerably depending on the volume of content required i.e. if ARDA generates new resources for clients and information pages, the time requirements to build and incorporate on the website will differ.

**Qualifications & Experience**

Qualifications not necessary. At least 3 years of website building experience preferred.