



ABOUT ETHNIC +

Ethnic + ...because we're more than just our ethnicity. The purpose of this group is to understand and be understood.

This group is intended to be a safe space where ethnic people, especially those who identify as part of the LGBTIQ+ community can find and discuss resources to help them navigate the specific challenges they may face in coming out to their families.

This group is also intended (and encourages the participation of) for allies who want to learn how to be better allies.

POSITION DESCRIPTION

DIGITAL MARKETING DIRECTOR

RESPONSIBILITIES

- Build, implement and manage the digital marketing roadmap to deliver the organization's mission and vision
 - Manage and oversee the organization's social media accounts and digital marketing channels to provide a safe and inclusive space for members of the CALD LGBTIQ+ community to share stories, experiences and discuss issues involving the community
 - Manage online content to provide support and resources for friends and family members of individuals who identify as CALD LGBTIQ+
 - Further develop the brand identity and produce promotional material and content to increase visibility of positive LGBTIQ+ experiences in the CALD community
 - Research and build collaborative partnerships with individuals, influencers, support groups and networks to further expand the organization's reach and platform
 - Prepare, measure and manage digital marketing KPIs for social media reach and engagement, including:
 - Traffic, Visits, Clicks
 - Content Likes, Comments, Shares, Mentions
 - Follower Count, Member Base
-