

## Position Description

Vacancy Title: **Digital Marketing Officer**

Location: **Suva**

Reports To: **None**

### Objective

The Digital Marketing Officer (DMO) will support the growth TLTB's digital communications and development of high-quality marketing activities and provide advice and guidance to service areas on related matters. The role will also assist in the development, upkeep, monitoring and analysis of TLTB's current social media platforms and web-based products, will help establish new and innovative ways of communicating with customers, residents, businesses and partners, and will maintain the board's website internally and externally including creating and optimizing content. The DMO will assist with implementation of communications activity which is targeted to the appropriate audiences, reflects the Boards vision, key priorities and messages and promotes the Boards services and enhance its reputation.

### Outcomes

#### Organisational Stakeholders

#### 1. Planning and Delivery of Digital Communications and Marketing activities

- Support provided to the Public Relations & Marketing Team in the planning and delivery of digital communications and marketing activity to ensure that messaging is consistent, materials are of high quality, TLTB's reputation is protected and enhanced and planned outcomes are met.
- Upkeep and marketing of Land Available on the TLTB Online Marketplace and provide support to the various teams in the Marketing of Land available online.
- Growth, management and optimization of digital channels for new customer acquisitions ensured.
- Data necessary for reporting, analytics and trend tools managed. Extraction of data and compiling of report with accuracy.
- Performance across a variety of marketing channels: Search, Paid Social, Affiliate etc., managed.
- Footage to be used for Promotional media files for the TLTB Online Marketplace captured.
- Videos/Visual Aids to promote the Board's products/image created and compiled.
- Various teams assisted in the construction of Board policies that have a Digital Marketing component.
- Digital and marketing activity is well researched, evidenced, planned, evaluated and in line with TLTB's priorities ensured.
- Ways of improving digital communications and marketing activity identified to reflect the fast-changing pace of technology and meeting customer expectation in a modern environment.
- Contribution towards campaigns and publications provided and marketing, promotional, advertising materials organized.
- Boards corporate identity promoted and act as a brand guardian.

#### 2. Digital Communications Channels

- Assistance provided in populating and maintaining all communications channels with quality content to maximise engagement with key audiences including social media, website and print materials.
- Optimizing and measuring cost effective digital marketing campaigns targeted to the appropriate audiences to increase awareness, engagement and transactions to all stakeholders.
- Inequalities addressed by reflecting inclusion, equality and building meaningful connections with diverse audiences. Extend the current online reach and develop inclusive methods of engagement, considering wording, layout, posting of videos, subtitles and audio.
- Website content overseen and ongoing reviews performed to ensure it is always up to date and meets current search engine optimisation standards and accessibility guidelines.
- Monitoring and reporting patterns of social media activity ensured.

#### 3. Relationship Building

- Establish and maintain strong and positive relationships with Executive Management, Senior Management and employees in particular web editors and those that use social media, local media, partners and stakeholders in the community.
- Collaboratively work with the Public Relations and Marketing team on the development and implementation of digital communication and marketing of lands packaged for the TLTB Digital land Register & Online Marketplace.
- Work in a highly collaborative environment with key business partners to ensure solutions are effectively implemented and support strategic objectives.
- Consistent communication on change initiatives across the business

#### 4. Risk Management

- Mitigating strategies provided for technological risks where this role is held accountable
- Work in partnership to treat risks arising from the implementation of technology change initiatives

#### 5. Health, Safety and Wellness

- Compliance with relevant Occupational Health and Safety (OHS) obligation ensured.
- Support and participate in health, safety and wellness initiatives

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## 6. Demonstrate TLTB image and values standards at all times

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- Integrity of information maintained.
  - Confidentiality of information ensured.
  - Professional and ethical standards sustained.
  - Work in a manner that embraces TLTB's ethos.
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## 7. Other Requirements

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- Efficient and effective delivery of any other assigned work.
- To deputise for the Public Relations and Marketing Team Leader or SPRO as required.

## Responsibilities - Key Competencies

| Competence | Description |
|------------|-------------|
|------------|-------------|

### Business

|                      |   |
|----------------------|---|
| Risk Management      | Analyse and manage risk.  |
| Information Analysis | Make informed decisions by collecting and interpreting data and information |
| Documentation        | Communicate using formal business writing.                                  |
| Communication        | Exchange information through verbal communication                           |

### Customer

|                       |  |
|-----------------------|--|
| Customer Commitment   | Demonstrate a commitment to customer service - both internal and external customers. |
| Promotion             | Promote the value of the products/services offered by the organisation.              |
| Commercial Focus      | Optimize the commercial viability of the organisation.                               |
| Relationship Building | Build beneficial relationships with suppliers and stakeholders.                      |
| Quality Focus         | Deliver quality.   |

### People

|                  |   |
|------------------|---|
| Team Orientation | Work in a team towards a common aim.  |
| Innovation       | Use original and creative thinking to make improvements and/or develop and initiate new approaches. |

### Professional

|                        |   |
|------------------------|---|
| Technical Strength     | Demonstrate knowledge of a specialist discipline. |
| Research               | Apply formal research methodologies.              |
| Technology Application | Apply technology.                                 |

## Qualifications

| Qualification | Discipline | Notes |
|---------------|------------|-------|
|---------------|------------|-------|

### Preferred

|        |  |  |
|--------|--|--|
| Degree | Media & Communications, Marketing, Marketing & Information Systems |  |
|--------|--|--|

## Work Knowledge and Experience

- Experience in a digital/marketing communications role in a complex organization.
- Experience of developing and delivering evidence based digital and marketing campaigns and monitoring impact.
- Knowledge of current and developing digital solutions.
- Demonstrable initiative and innovation, to think creatively and provide solutions to some of the digital and marketing challenges the organization faces.
- Knowledge of Laws, Regulations and the policies affecting it including opportunities and challenges it faces.
- Ability to gain confidence of a wide range of people and to maintain effective working relationships.
- Ability to support in the management of emergency situations using social media to reach the required audience.
- Ability to manage a varied workload with conflicting deadlines in a high pressured environment.
- Ability to demonstrate making evidence based decisions.

## Requirements

### Language Proficiency

- Excellent command of English
- Knowledge of another language

### Professional Associations

- Membership of appropriate Professional Institution

### Regulatory Compliance Requirements

- Driver's License

## Other Required Requirements

- The post holder will be asked to work outside of normal office hours from time to time.
- From time to time this post holder may be required to be on standby and available for call out and the board's standard payments as per TLTB Employment policies will apply.
- The Board has an approved equality policy in employment and copies are available to all employees. The post holder will be expected to comply with, observe and promote the equality policies of the Board..
- To maintain political impartiality in line with the requirements of the Boards Governance and Communications policies on sensitive posts..
- From time to time the post holder will need to work out of usual business hours to support an emergency or crisis incident.
- Since confidential information is involved with the duties of this post, the post holder will be required to exercise discretion at all times and to observe relevant codes of practice and legislation in relation to data protection and personal information.
- Undertake, and participate in training, coaching and development activities, as appropriate.

## Interactions

| Type            | Interaction          | Comments |
|-----------------|----------------------|----------|
| <b>Internal</b> |                      |          |
|                 | All staff            |          |
|                 | Executive Management |          |
|                 | Management Team      |          |
| <b>External</b> |                      |          |
|                 | Stakeholders         |          |
|                 | General Public       |          |
|                 | Landowners           |          |
|                 | Tenants              |          |
|                 | Government Officials |          |
|                 | Media                |          |
|                 | Customers            |          |

## Attributes

### Behavioural Styles

|                 |   |
|-----------------|---|
| Detail oriented | Attends to the small elements of a task/activity, ensuring completeness and accuracy.   |
| Energetic       | Constantly active and driven to put in effort. Works hard to promote an enterprise.   |
| Enthusiastic    | Shows high levels of excitement and interest, and expresses positive feelings.  |
| Innovative      | Devises new and creative ways to do things comes up with original ideas.  |
| Reliable        | Is able to be trusted to do what is expected or has been promised, puts in a great amount of effort believing in the value of work. |

### Interpersonal Styles

|                             |  |
|-----------------------------|--|
| Self-sufficient and assured | Readily copes with situations without recourse/need of others, showing confidence and belief in oneself and one's own abilities. |
| Team Oriented               | Enjoys being with others as part of a group or team.   |

### Thinking Styles

|                      |  |
|----------------------|--|
| Flexible / Adaptable | Readily accommodates changing circumstances, modifying own behaviour and/or views. Able to adjust easily to new conditions |
| Imaginative          | Generates ideas and images, showing creativity.  |

## How To Apply

Refer to link on advert

## Contact for Enquiries

Contact Name: Makereta Vulatini

Contact Email: [mvulatini@tltb.com.fj](mailto:mvulatini@tltb.com.fj)

Further Contact Information: 3312733

**Closing Date: 24 Jan 2025**