

Digital Product Coordinator

Position Description

About the role

The Digital Product Coordinator is responsible for providing support for national digital product initiatives for the Housing Hub. The role reports to Digital Product Lead and sits within the Housing Hub Digital team. The Digital Product Coordinator works closely with the Digital Product Lead and Customer Experience Lead, and internal stakeholders to support the delivery of a range of digital products including maintenance of the Housing Hub website. The role requires 'hands-on' technical experience to maintain the website, extraction of data sets from a range of sources, analytics knowledge, strong customer focus and excellent stakeholder management skills. The position is also responsible for the production of a range of product reports and deliverables as well as internal data dashboards as well as responding to customer queries and support requests.

About Summer Foundation

Established in 2006, the key aim of the Summer Foundation is to change human service policy and practice related to young people in nursing homes.

The Summer Foundation utilises a range of strategies to influence health, housing, aged care and disability service policy and practice related to this target group.

If you are looking for a career where you can make a difference, work collaboratively with committed and passionate people and have real opportunities for professional development, we encourage you to join our team.

Why we exist

The Summer Foundation exists to permanently stop young people with disability from being forced into residential aged care, ensuring people with disability have access to the support required to be in control of where, how and with whom they live.

Housing Hub is a social enterprise that was created by the Summer Foundation in 2018. We work with Housing Seekers and Housing Providers so that people with disability can find the home that is just right.

How will we know we've succeeded

This problem can be solved, we are doing legacy work, and we are well on track to achieving what we set out to do. In 5 years we expect the Summer Foundation will have achieved its purpose. We will regard this as '*job done*' when the systems, policy settings and markets consistently enable people with disability to live where, how and with whom they choose; experiencing choice and control equal to people without disability.

Our workplace

We have staff working all across Australia, however our head office is located in Box Hill, Victoria. To meet some of our staff and watch a short clip about our organisation, please go to:

<https://www.summerfoundation.org.au/about-us/who-we-are/>

The Summer Foundation has flexible and supportive work practices. We encourage and welcome people with lived experience of disability to apply.

Role details

Position	Digital Product Coordinator
Team	Housing Hub Social Enterprise
Direct reports	None
Reports to	Digital Product Lead
Status	Full time
Award Classification	SCHADS Level 3 1.0FTE salary range for position is \$71,000 to \$76,000 + super
Location	Brisbane, Sydney, Melbourne, Adelaide
Last updated	August 2022

About the team

The Housing Hub Social Enterprise has been established by Summer Foundation to create initiatives to develop the SDA housing market across Australia. We work with Housing Seekers and Housing Providers so that people with disability can find the home that is just right.

We have developed a Housing Hub website to connect people looking for housing with accessible housing options, a Housing Options Team to provide information, resources and capacity building to people with disability on housing options and a Tenancy Matching Service to identify SDA eligible tenants for new SDA properties.

The Housing Hub: The Summer Foundation has developed a platform (thehousinghub.org.au) dedicated to supporting people with disability to find a home they would like to live in. The platform allows housing providers to list properties and find suitable tenants. During 2019/20, we redeveloped the Housing Hub platform and introduced paid featured listings and market data products.

Key responsibilities

Digital product delivery

- Liaising with the sales team on a daily basis to ensure all products are delivered to customers on time and in full and all customer queries are addressed.
- Creation of market data reports for customers.
- Creation of featured listings and advertising placements for customers on the website.
- Liaising with the engagement team to ensure that website ads and eDM promotion of paid products are placed on time and data on performance is extracted and reported to customers.
- Coordinate the market data subscriptions purchased by customers ensuring delivery of quarterly reports following payment of invoices.



- Coordinate the delivery of the concierge listing service including writing of copy, organising quality images.
- Coordination of the delivery of the Housing Hub provider membership subscription and associated enquiries.
- Creation of performance reports for customers at the end of the month for each product.
- Support the development of new product offerings and delivery of the product across various digital channels and complete reporting for clients/business on outcomes of these products.

Website maintenance and support

- Ensure that the monthly housing hub team dashboard is created promptly at the close of each month.
- Contribute to the whole Housing Hub performance dashboard at the end of each month.
- Working with the Product Lead to develop new products and services to meet customer needs
- Liaise with team members and internal stakeholders to understand web publishing requirements and priorities.
- Development and management of a website content calendar (in consultation with the Digital Product Lead the product roadmap) and the coordination with internal stakeholders to develop and implement copy within the website.
- Work with internal teams in the development of new web copy and editing of existing copy in-line with the content calendar, in-line with best practice user experience and accessibility guidelines.
- Website content publishing including updating existing pages, development of new page templates, web page updates, banner ads, event promotion.
- Perform broken links checks, SEO checks, QA testing.
- Maintain a register of all subscriptions for the digital team and ensure all invoices are filed and passed to accounts for processing on a daily basis.

Customer relationship support

- Work with the sales team to promote products via the Housing Hub website
- Work with the sales team to provide feedback to customers on their supplied promotional material
- Approve new Provider sign up requests on the website, and provide feedback and assistance to Providers on achieving successful approval outcomes
- Provide coverage for customer enquiries and support when the Customer Experience Coordinator is on leave.

Support

- Provide support via email, phone and online for housing providers, seekers and supporters using housinghub.org.au.
- Promote the awareness of and update of HH products and services.
- Contribute subject matter expertise on customer engagement to marketing activities e.g. Housing Hub News articles, engagement campaigns.
- Provide support to the Digital Product Lead, Digital Product Coordinator and internal stakeholder/teams providing feedback, insights and data around Providers, quality and number of property listings and potential new markets and onboarding success.

General

- Other duties as requested by manager
- Administrative duties to support the digital team as required
- Participation in regular meetings as required



- Represent the Housing Hub at internal and external events (online and offline) to promote products and services
- Employment subject to COVID19 Vaccination and National Criminal History check or NDIS Workers Screening Check

Qualifications, skills & experience

Qualifications

- Currently studying or a tertiary qualification in technology, multimedia, communications or a related discipline

Skills & experience

- Knowledge and/or experience maintaining digital channels and supporting CMS platforms
- Extensive experience using Google Analytics and similar analytics tools
- Attention to detail
- Ability to extract data sets from a range of tools and produce reports for external and internal consumption
- Knowledge of website accessibility, issues and compliance
- Skills in web content development, metadata and usability (UX design)
- Strong communication skills, written and verbal
- A customer-centric approach with strong stakeholder management skills
- Knowledge of the NDIS, SDA housing environment (desirable).

Summer Foundation Principles

The Summer Foundation's principles include:

working as a team | We understand, respect and support the contributions and experience of our colleagues. We understand how our individual contribution fits, and we feel confident and empowered to make our best contribution. We embrace and value diversity in our workplace.

a healthy approach to communication | We come to discussions prepared and ready to contribute. The how, why and by who of decision making is known and understood. The right people are in the right conversations. Our conversations are healthy, respectful, robust at times and safe.

shared clarity and commitment to purpose | We all have a strong, shared understanding of our 'why'. Our 'Why' is central to our strategy, decision making and actions.

working authentically | Young people living in residential aged care or those at risk are central to our work and we purposefully and professionally incorporate this experience and expertise in our work. We focus closely on the impact of our work, and we strive to always deliver work to the highest standard.

a smart responsible and considered approach | We invest in efficient, continuously improving processes, and prioritise time for learning and reflection. We celebrate our successes and promote having fun at work. We work in a way that respects our environment.



Policies

All staff must comply with the Summer Foundation policies notified to them from time to time. These policies form part of the contract of employment with Summer Foundation and therefore must be read and understood by staff to ensure they are aware of their responsibilities as an employee of Summer Foundation.

Agreement and acceptance

Signed:

Employee

Dated

Signed:

Manager

Dated

