



Threesides Role Description

Junior Digital Specialist

Position Title:	Junior Digital Specialist
Reports to:	Digital Manager
Supervising:	N/A
Type of Work:	Part time
Salary Range:	\$55-65k full-time - pro-rata (+ super)

Position Summary

The Junior Digital Specialist (JDS) works with Threesides' Digital team - delivering websites, analytics and digital marketing projects.

The JDS will engage with the whole Threesides team, as well as occasional interaction with clients to observe meetings, collect project specification and the support the delivery of projects.

Skills required:

- Good technical knowledge base - study experience in Information Technology, Information Systems or Business Informatics fields.
- Problem-solving and troubleshooting.
- Knowledge of system planning, configuration, and testing processes.
- Ability to write and understand code, front-end web development (HTML, CSS, and JS) and PHP.

Role Description

As Threesides' JDS, you will support the team in:

- Updating and maintaining websites
 - Uploading new content to websites whilst ensuring consistent brand styling
 - Applying website maintenance activities to WordPress websites
- Structuring and coordinating schedules, suppliers and clients for website development projects
- Applying ad-hoc content, site structure, and other relevant updates to client websites
- Auditing websites for conversion rate and search engine optimisation opportunities through structured analysis and reporting.
- Using both Google Analytics and Google Looker Studio to analyse website performance. Applying changes and modifying the structure of reports to reflect business client goals and highlight KPIs.
- Delivery of different digital service offerings that support digital marketing (e.g. Zendesk, Zapier, and other marketing automation tools)
- Triaging and assessing support requests
- Documenting and delivering digital processes and identify business improvement areas



Performance indicator	Measurement of Performance
Digital projects are delivering and effective consultation with clients.	Clients are happy, budgets in both ad spend and hours are not exceeded, results continue to achieve above benchmarks, benchmarks focus on conversion tracking across all digital projects.
Contribute to continuous development of Threesides' digital offering.	Be across new industry trends and report to Directors on capacity of team to respond to changes in industry to enhance client ROI.
Reporting continues to be accurate, goal driven and readily available.	Staff are supported to develop conversion-based marketing strategies with a focus on goal conversions rather than traffic. Reporting continues to be dashboard driven and both simple enough yet high level.
Monitor budgets, create accurate forecasts and manage scope creep.	Able to forecast accurate budgets, review and approve quotes and scope documents created by other staff and stay in budget.

Personal attributes and experience

Must haves:

- Experience working with the back end of websites – be it through hobby projects, study, or past work experience.
Do you know how to update the PHP, CSS and HTML of a WordPress website?
- Approach to problem solving and troubleshooting.
How do you find out about what's causing something to break and how do you go about fixing it?
- Strategic and conceptual thinking.
Can you understand how your work fits into the broader digital strategy of our clients?

Desirable:

- Previous agency experience or ability to demonstrate experience in an environment where you had to manage multiple projects, other staff and tight deadlines without compromising quality.
- Understanding and experience of ecommerce, CRO or SEO tactics.
- Understanding and experience of Google Analytics.

You need to be:

- a good listener – to your team, to clients and the marketplace.
- coachable – there's a lot to learn and great people to learn from but you need the ability to listen, learn, apply and improve.
- a sharer – bring your skills and knowledge to the table and lift the collective intelligence of the organisation.
- connected with the tools, open to building personal connections within our client base and use your connections to influence and inform.

Threesides brand values

We strive to live and work by our brand values every day.

WE LOVE WHAT WE DO

We bring lots of positive energy and passion to what we do.

We actively find ways to have fun, laugh and enjoy what we do as a team and with our clients.

Life's too short to hate what you do.



WE KNOW OUR STUFF

We are highly competent and confident in the ability of ourselves and our team.

We share our knowledge generously, are committed to keeping up with the latest developments, and we aren't afraid to try something new.



We don't make assumptions – our advice is based on research and experience.

WE CARE A LOT

We genuinely care about our colleagues and clients, their lives, what they value and achieving their goals.

We believe in a shared success driven by understanding, quality and passion!



WE ARE DOWN TO EARTH

We are approachable, friendly and keep our egos in check with everyone we work with.

Whoever you are, the quality of service will always be the same and the focus will be on getting the best results.

We aren't afraid to roll up our sleeves to get the job done.



WE'RE DREAMERS AND DO-ERS

We are innovators.

"That's the way we've always done it" isn't in our vocabulary.

We're always dreaming up new ideas to help our clients succeed and stand out from the crowd. Then we do the work that turns them from dreams into reality.

