

Digital Marketing Manager

PURPOSE OF THE POSITION

Together with your team, you develop, implement, track and optimise ChildFund Australia's digital and direct marketing campaigns across all digital, email, social and other direct response channels. You are passionate about delivering a one-to-one supporter journey that truly engages across all channels, both online and offline. You are a strong leader, strategic thinker and do-er with deep digital marketing expertise. You work collaboratively with the Communications and the Systems and Decision Support teams.

KEY DUTIES

Together with your team of four, you will:

- Drive the digital and direct marketing, acquisition, and engagement activities, leading consistent and significant growth in both digital and direct fundraising outcomes.
- Manage and lead the Digital and Direct Marketing team and external agencies.
- Support strategy, training, and coaching of other departments on issues such as digital strategy, social media, campaign integration, and online promotion tactics.
- Measure and report performance of all marketing campaigns, and assess against goals (ROI and KPIs)
- Developing integrated campaigns and stimulating online activism;
- Managing multiple, marketing projects and deliver engagements simultaneously
- Encourage digital thinking and innovative approaches to storytelling and engagement at all levels of the organisation.

QUALIFICATIONS & EXPERIENCE

- Strong digital experience and passion.
- Bachelor or Master degree in marketing or related field;
- Experience in identifying target audiences and devising integrated campaigns that engage, inform and motivate;
- Solid experience and knowledge of website analytics tools including Google Analytics;
- Experience working with CRM systems (preferably Salesforce), Marketing Automation tools; (preferably Salesforce Marketing Cloud) and CMS (preferably Wordpress);
- Experience in analytics and data-driven marketing.

DESIRABLE

- Fundraising experience is an advantage
- Direct mail experience

SKILLS

Strong leader, supporting others in achieving their & the organisation goals

Change champion

Up-to-date with the latest trends and best practices in marketing and measurement

Creative thinker and motivator, energetic, with an entrepreneurial spirit

Combines intellectual curiosity with analytical skills

CHILDFUND AUSTRALIA'S CORE COMPETENCIES

Commitment to ChildFund Australia's Values, Vision, and Mission; Teamwork; Effective Communication; Accountability and Integrity; Adaptability and Flexibility.

Department: Public Engagement

Location: ChildFund Australia, Sydney Office Level 8, 162 Goulburn Street, Surry Hills NSW 2010.

Employment: Full-time, Initial two-year employment agreement, with option to extend upon mutual agreement.

Reports to: Head of Marketing

Other Information: Must have working rights in Australia

Please apply at: <https://www.childfund.org.au/work-with-us/>





ORGANISATIONAL CONTEXT

ChildFund Australia is an independent and non-religious international development organisation that works to reduce poverty for children in developing communities. We work in partnership with children and their communities to create lasting change by supporting long-term community development, responding to humanitarian emergencies and promoting children’s rights.

ChildFund Australia implements programs with a range of local partners in **Cambodia, Laos, Myanmar, Papua New Guinea, Timor-Leste, Vietnam, and other Pacific nations**, and manages projects delivered by partner organisations throughout Asia, Africa and the Americas. Our work is funded through child and community sponsorship, government grants as well as donations from individuals, trusts and foundations, and corporate organisations.

ChildFund Australia is a member of the **ChildFund Alliance** – a global network of 11 organisations which assists more than 9 million children and families in over 50 countries. ChildFund Australia is a registered charity, a member of the Australian Council for International Development, and fully accredited by the Department of Foreign Affairs and Trade which manages the Australian Government’s overseas aid program.

HOW WE VALUE YOUR CONTRIBUTION

Remuneration Package

We aim to provide an overall remuneration package that is attractive and fair. Our remuneration framework ensures that we align to employment conditions and laws, and we benchmark against the local market to ensure we offer competitive employment conditions that are appropriate to our sector.

Leave

You will have access to 20 days of paid annual leave (pro-rated for part-time employees). You are also entitled to personal/carer’s leave, paid parental leave, long service leave and bereavement leave.

Flexible Working Arrangement

You will have access to flexible working arrangements. We encourage a culture of flexibility and enable conversation between yourself and your manager about maintaining work-life balance.

Salary Packaging

You will be eligible to salary packaging. As a Non-Governmental Organisation, our staff are eligible for salary sacrificing. The Australian Taxation Office (ATO) allows us to reimburse you for your personal expenses without having to pay any income or fringe benefits tax that would normally be payable. These tax concessions are in additions to the income tax Free Threshold.

Employee Assistance Program

In case you need help with personal, family or employment related matters you and your family will have access to free external, professional and confidential counselling assistance.

Learning and Development

Our approach to learning and development will enable you to have the information, skills, and knowledge needed to do your job and to grow in your position. We build the capacity of our people and support you with on-the-job experience, coaching and formal training.

OUR VISION: A global community, free from poverty, where children are protected and have the opportunity to reach their full potential.

OUR MISSION: We work in partnership with children and their communities to create lasting and meaningful change by supporting long-term community development and promoting children’s rights.

At ChildFund Australia we want every child to be able to say “I am safe. I am educated. I am heard. I can make a difference. I have a future.”