

# Digital & Direct 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 with a primary focus on building the single giving program.. You are passionate about delivering an exceptional supporter journey that truly engages across all channels, both online and offline. You are a strong leader and strategic thinker with the ability to delve into the details. You have a passion for data and data driven decision making with deep digital marketing expertise. You work collaboratively across the organization to achieve outcomes.

### KEY DUTIES

- Drive the digital and direct marketing acquisition, and solicitation activities, leading and delivering consistent and significant growth in both digital and direct fundraising outcomes
- Manage and lead the Digital and Direct Marketing team, (currently 4 staff) and external agencies
- Support strategy, training, and coaching of other departments and country offices on issues such as digital strategy, paid social media, campaign integration, and online promotion tactics
- Measure and report performance of all marketing campaigns, and assess against goals (ROI and KPIs)
- In close collaboration with teams across the organisation, lead and develop integrated fundraising campaigns
- Manage multiple, complex marketing projects and associated budgets
- Encourage digital thinking and innovative approaches to storytelling and engagement at all levels of the organisation
- Promote and integrate gender equality, disability, and social inclusion into day-to-day work
- *Remain alert and responsive to any child safeguarding or sexual exploitation, abuse, or harassment (SEAH) risks, acquire relevant knowledge and skills to promote strong safeguarding practices, understand the child safeguarding and PSEAH policy and procedures, and conduct yourself consistent with those policies.*

### QUALIFICATIONS & EXPERIENCE

- At least 5 years digital and single giving fundraising experience.
- Bachelor or Master's 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
- Solid experience in the whole Microsoft Office suite, especially excel
- 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

- Direct mail experience
- Experience with board committees.

### SKILLS

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

Change and collaboration champion

Up to date with and curious about the application of 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

### CHILD FUND AUSTRALIA'S VALUES

Commitment to ChildFund Australia's values –  
Respect, Integrity, Collaboration, Change,  
Empowerment & Excellence

**Department:** Fundraising

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

**Employment:** Full-time

**Reports to:** Director of Fundraising

**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 international development organisation that works to reduce poverty for children in developing communities. We partner to create community and systems change which enables vulnerable children and young people, in all their diversity, to assert and realise their rights.

Our vision is a world without poverty where all children and young people can say: “I am safe. I am educated. I contribute. I have a future.”

ChildFund Australia directly manages and 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 12 organisations which assists almost 23 million children and their families in 70 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. If the position allows, employees can choose to work up to 2 days from home per week.

### 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. UPRISE, our EAP system, combines multiple wellbeing initiatives to support your mental health and resilience.

### 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 world without poverty where all children and young people can say: “I am safe. I am educated, I contribute. I have a future.”

**OUR MISSION:** We partner to create community and systems change which enables vulnerable children and young people, in all their diversity, to assert and realise their rights.

At ChildFund Australia you will be contributing to our programs which protect, educate, and empower children and young people.