

Digital Marketing Specialist

As a key member of the Fundraising Team, you will be responsible for supporting the creation, implementation and optimization of ChildFund Australia's email marketing and paid digital marketing. In partnership with ChildFund's Digital Agency you will leverage industry insights and marketing best practice to develop compelling and engaging social media campaigns. Together with the Senior Digital Marketing Specialist you will be instrumental in the development of behaviour-based cross-channel engagement and conversion journeys.

Key Duties

- Working with an external agency, lead and deliver the paid digital marketing activities across paid social and online display advertising
- Collaborate with the Communications Team to align paid and organic social media activities
- Support the strategic direction, delivery and optimisation of all email marketing communications across single giving and regular giving
- Support digital strategic objectives and organisational campaign activity
- Monitor online fundraising campaigns, updates, and reporting
- Promote and integrate gender equality, disability, and social inclusion into day-to-day work

At ChildFund Australia, all staff must remain alert and responsive to any child safeguarding or sexual exploitation, abuse, or harassment (SEAH) risks. Staff will acquire the knowledge and skills needed to understand our Child Safeguarding and PSEAH policies & procedures, promote strong safeguarding practices, and conduct themselves consistent with these policies.

Qualifications & Experience

- Tertiary education in marketing, communications and/or work experience in related area
- Demonstrable experience using digital platforms including, but not limited to; email marketing platforms, Facebook, Twitter, Instagram, LinkedIn etc.
- Sound experience (with high creativity) in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Demonstrable content creation and curation experience, including copywriting and general design
- Experience and knowledge of social media analytics and reporting tools
- Experience in analytics and data-driven marketing
- Experience in user funnels, A/B and multivariate testing
- Experience working with and managing external agencies.

Desirable

- Experience working with CRM systems (preferably Salesforce), Marketing Automation tools; (preferably Salesforce Marketing Cloud)
- Fundraising experience.

Skills & Qualities

Creative thinker and motivator, energetic, with an entrepreneurial spirit

Self-starter, ready to take initiative

Team player, supporting others in achieving their & the organisation goals

Change champion

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

Combines intellectual curiosity with analytical skills

Childfund Australia's Values

Respect, Integrity, Collaboration, Change, Empowerment & Excellence

Department: Fundraising, Individual Giving
Location: ChildFund Australia, Level 8, 162 Goulburn Street, Surry Hills NSW 2010
Employment: Full-time
Reports to: Individual Giving Manager
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 11 organisations which assists almost 36 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

We provide a remuneration package that is attractive and fair; our remuneration framework ensures that we are aligned with 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

ChildFund Australia is supportive of flexible working arrangements; we encourage a culture of flexibility and encourage conversation between yourself and your manager about maintaining work-life balance. If the role allows, employees can choose to work up to half their time from home.

Salary Packaging

As a not-for-profit organisation, our employees are eligible for salary packaging. The Australian Taxation Office (ATO) allows us to reimburse you for some of 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.

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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.