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POSITION DESCRIPTION

General Information	
Position Title:	Digital Marketing Specialist
Function & Team/Program:	Marketing / Fundraising
Location(s):	Sydney National Office
Manager's Position Title:	Appeals and Acquisitions Manager
Manager's Name:	Louise Woods
Date Prepared:	23 th July 2020
Prepared By:	Louise Woods & Erin Anderson
Approved By:	Lisa Allan

Primary Purpose of this Position
The Digital Marketing Specialist supports The Smith Family's fundraising objectives by managing the development of digital strategies and overseeing related activities that support our fundraising and supporter acquisition campaigns.

Scope	
Direct Reports to this Position By Position Title	Indirect Reports Total Number
None	None
Financial Dimensions controlled by this Position <i>(Include key financial metrics such as revenue growth, income & expense budget, etc.)</i>	
Direct control	Indirect control
e.g. Revenue, Operating expenditure, Capital expenditure, etc. <ul style="list-style-type: none"> Expenditure budget \$XXXk 	<ul style="list-style-type: none"> Income \$XXm <i>Depending on focus:</i> <ul style="list-style-type: none"> Acquire XX,XXX new Cash (single gift) Donors Acquire X,XXX new Regular Donors (Champions) Acquire XXXX new Child Sponsors
Other Dimensions of this Position	
e.g. Number of programs, site responsibility, geographic spread of team	
<p>This role reports into the Appeals and Acquisitions Manager and has a dotted reporting line to the Digital Marketing Manager in order to support alignment with digital fundraising strategy and digital best practices across the organisation. It also has a periodic reporting line to the Retention Manager and Sponsorship Manager as/when relevant appeals and activity are in development/in market.</p> <p>The role will have close collaborative working relationships with Direct Marketing Manager and Digital Marketing Team to ensure all activity including content, copy and creative execution is integrated and aligned with relevant campaign/s, and to set up and execute in market testing and post campaign reporting.</p>	

Setting Priorities <i>(how is work prioritised)</i>	
How often does employee prioritise their own work? e.g. Daily, weekly, monthly, annually, other	Daily, weekly, monthly and in line with campaign/appeal cycle
How often does employee determine the priorities of others? e.g. Daily, weekly, monthly, annually, other	N/A

Key Relationships <i>(Who does the role interact with? List the titles of individuals, departments and organisations frequently interacts with)</i>	
Internal	<ul style="list-style-type: none"> • Appeals and Acquisitions Manager • Digital Marketing Manager • Direct Marketing Manager • Retention Manager • Sponsorship Manager • Marketing Analytics Manager • Marketing Team • Communications Team
External	<ul style="list-style-type: none"> • Digital Creative Agency • Lead Creative Agency • Digital Media Partners • Copywriting Agency • Various graphic designers as required/appropriate

Key Decision Making in this Role <i>(What are the key decisions and recommendations made in this role?)</i>
<p><u>Decisions Expected:</u></p> <ul style="list-style-type: none"> • The day to day management of agencies and collaboration with internal stakeholders to achieve goals • Scheduling and planning of activity to meet objectives, key dates and budget • Data and segmentation strategies (in collaboration with Direct Marketing Manager and Digital Marketing Manager) • Expenditure allocation within agreed channel plan
<p><u>Recommendations Expected:</u></p> <ul style="list-style-type: none"> • Industry leading appeal and acquisition campaign strategies in order to create new growth opportunities • Extension of campaign theme and creative concept across our digital ecosystem, ensuring integration across the campaign and appropriate use of message / channel. • User journey and landing page design for our website • Channel use & day-to-day optimisation in line with knowledge of consumer, campaign performance and digital best practice etc. • New initiatives and Test And Learn activity • Opportunities to improve donor engagement and response (online and offline) • Prioritisation and scheduling of Digital Team backlog (campaign activity related)

Key Responsibilities / Accountabilities <i>(List the major areas from largest % of job to smallest)</i>	
Major Area: Project Management	% of Job: 50%
<ul style="list-style-type: none"> • Work with relevant Marketing Coordinators and Managers to establish key milestones and detailed timeline. 	

<ul style="list-style-type: none"> • Working with digital media suppliers and internal stakeholders to set the digital media plan, in line with overarching campaign digital media strategy and timeline • Working with agencies and internal stakeholders to oversee the development of campaign creative that is in line with the over-arching digital campaign strategy, with particular focus on: <ul style="list-style-type: none"> ○ Display and Rich Media ○ Native Advertising ○ eDM creative • Oversee the development of content and creative execution in line with campaign timelines for the following: <ul style="list-style-type: none"> ○ Display and Rich Media ○ Native Creative ○ Campaign eDMs • Planning of our eDM strategy for all relevant appeals including segmentation, journey mapping, automation, dynamic content, testing and reporting. • Throughout the campaign manage the day to day reporting and optimisation with our digital media partners • Manage the review and approval process of the above content in line with campaign timeline, ensuring full integration with overarching campaign timeline and targets. • In consultation with relevant campaign stakeholder, ensure data/segmentation briefs are prepared and submitted to achieve targets and deadlines including specific data needs for digital channels. 	
Major Area: Relationship Management	% of Job: 20%
<ul style="list-style-type: none"> • Foster collaborative working relationships with internal stakeholders and team members to ensure online/offline integration for each campaign and create opportunities for innovation. • Coordinate input from relevant stakeholders to deliver on targets within agreed timelines. • Develop and maintain relationships with agencies and industry associations to ensure skills and knowledge are kept up to date, and campaign objectives are achieved. 	
Major Area: Strategy Development	% of Job: 10%
<ul style="list-style-type: none"> • Manage the development of digital strategies that support Fundraising and Acquisition campaigns in line with overarching campaign strategy (developed by respective Marketing Manager) to deliver on agreed targets. • Working with respective campaign stakeholder, develop segmentation and targeting strategies utilising results analysis and recommendations by Marketing Analytics Team and Data Agency. • Consult and collaborate with relevant campaign stakeholder and Digital Marketing Manager to develop Test and Learn initiatives that have integrated digital and non-digital structure. • Research and recommend new initiatives for online and integrated acquisition models and donor engagement activities, including the optimisation of response journeys for supporters. 	
Major Area: Reporting and Analytics	% of Job: 10%
<ul style="list-style-type: none"> • Ensure appropriate metrics are established for weekly and monthly reporting across all digital channels and marketing activity. • Working with Digital Marketing Team to ensure a measurement strategy is in place for all key metrics. • Prepare and submit weekly reporting on all digital marketing activity for relevant campaign, including any Test & Learn initiatives and recommendations for optimisation. • In collaboration with relevant campaign stakeholder, prepare Post Campaign Analysis brief and input to ensure meaningful and actionable recommendations. 	
Major Area: Budget Management	% of Job: 10%
<ul style="list-style-type: none"> • In collaboration with Digital Marketing Manager, plan and allocate channel spend to achieve target engagement, response, conversion and ROI. • Manage invoicing and expenditure tracking for all digital marketing activity. 	

Key Challenges in Achieving Goal(s): <i>(What are the key challenges faced by this role in meeting goals/objectives)</i>
<ul style="list-style-type: none"> • Engagement of a large number of cross functional teams and stakeholders for each campaign • Multiple campaigns with competing deadlines

- This is a newly created role and as such there is no established protocol/workflow

Qualifications, Experience and Competencies: *(What background, knowledge, experience or competencies are required to perform the role at the expected level?)*

Education / Qualifications / Memberships:	Essential	Desirable
Experience:	<ul style="list-style-type: none"> • Tertiary qualification in digital media, marketing, communications or related/relevant area. 	
Competencies:	<ul style="list-style-type: none"> • At least 2 years digital fundraising experience, with at least one year of strategic input/development. • At least 4 years working in digital marketing across media buying, content creation and analytics. • Demonstrate a sound understanding of core digital principles and best practices across user journeys, media, content, UX/UI, email, CMS management, SEO, SEM and social. • Experience planning and project managing multichannel fundraising campaigns. • Demonstrated success in managing external agencies. • Demonstrated experience in copy writing for web. • Hands on experience with digital analytics tools, intermediate Google Analytics experience required. • Hands on experience with email marketing tools and use of automation and dynamic content (e.g. Campaign Monitor, Mail Chimp, etc.) • Hands on experience in planning digital content for display, social and rich media. • Demonstrated experience managing a diverse range of stakeholders. 	<ul style="list-style-type: none"> • Some experience in copywriting for fundraising. • Experience in digital performance media • Experience developing and testing donor journeys (online or offline). • Basic understanding of HTML/CSS • Experience in UX/UI design principles and planning techniques • Experience working in an agile / scrum environment to deliver digital products and experiences.
	<ul style="list-style-type: none"> • High developed organisation and project management skills. • Ability to apply consumer centric thinking to planning and design. • Strong interpersonal skills – ability to interact and collaborate at a range of organisational levels • Ability to demonstrate initiative, multitask, work under pressure and deliver to timelines • An innovative mind set and a will to test and trial new things. • Strong collaborative instinct and a desire to seek feedback and input to achieve the best outcome. 	<ul style="list-style-type: none"> • Outcome focused • A strong interest in the not-for-profit/charity sector.

	<ul style="list-style-type: none">• Self-motivated and an ability to work autonomously.	
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