

# Position Description

<b>POSITION TITLE:</b>	Digital Marketing Lead
<b>RESPONSIBLE TO:</b>	Strategic Marketing Manager
<b>LOCATION:</b>	Melbourne / Sydney
<b>GRADE:</b>	5
<b>SALARY (FTE):</b>	\$85,298.53 plus 10% superannuation
<b>STATUS:</b>	Permanent, Full Time
<b>HOURS:</b>	37.5 hours per week (1.0 FTE)

The Australian Conservation Foundation is Australia's national environment organisation – over 700,000 people creating a world where forests, rivers, people and wildlife thrive.

A handful of people formed ACF 50 years ago when mining first threatened the Great Barrier Reef. Now the ACF community has grown into a powerful force for nature.

We bring together people from community, government and business. Our community advocates against pollution and destruction, and for our living world. We hold decision makers to account. We champion big ideas and find common ground with unlikely partners.

We love and protect the web of life right across our continent, from the Kimberley to the reef, down the Great Dividing Range to Tasmania's forests.

People power our campaigns. We are proudly independent, non-partisan and funded by donations from our community.

## POSITION PURPOSE

The Digital Marketing Lead designs and implements innovative and creative strategies to increase brand awareness, generate leads for fundraising, reach new audiences and draw them into ACF's supporter action pathway, and promote campaign objectives.

The Digital Marketing Lead is positioned within the Marketing Team in the Engagement Directorate. They report to the Strategic Marketing Manager and have a key collaboration with the Direct Marketing Manager in the Fundraising Directorate to develop strategies that generate leads for fundraising. They also work closely with ACF's Social Media Coordinator to ensure paid and organic content occurs logically and impactfully.

The Digital Marketing Lead plays a key role in delivering a consistent experience across all ACF's digital touchpoints and collaborates with staff across directorates to develop and implement relevant marketing strategies.

## KEY RESPONSIBILITIES

- Planning, designing and implementing digital marketing campaigns that drive supporter acquisition, increase brand awareness, and reach new audiences to engage in ACF's nature and climate campaigns.

- Developing strategies to generate leads for fundraising via digital platforms and collaborate with ACF's Direct Marketing Manager to create plans and initiatives that drive the regular giving program.
- Designing, tracking and reporting on the performance of ads through Facebook, Instagram, Google, LinkedIn, and other platforms as required.
- Collaborating with staff in other teams and directorates to gather analytics and insights from platforms, including from Meltwater, Google Analytics, NationBuilder, and direct from social media.
- Working with a range of other ACF staff to develop the organisation's over-arching digital strategy, including contributing ideas, content and advice on performance marketing and digital brand development channels.
- Planning and developing innovative strategic digital media recommendations on how digital channels can be used to integrate and improve supporter journeys.
- Collaborate with relevant ACF staff across directorates to develop and implement a social media influencer strategy.
- Work closely with the Social Media Coordinator to develop and implement ACF's social media strategy.

## **KEY PERFORMANCE INDICATORS**

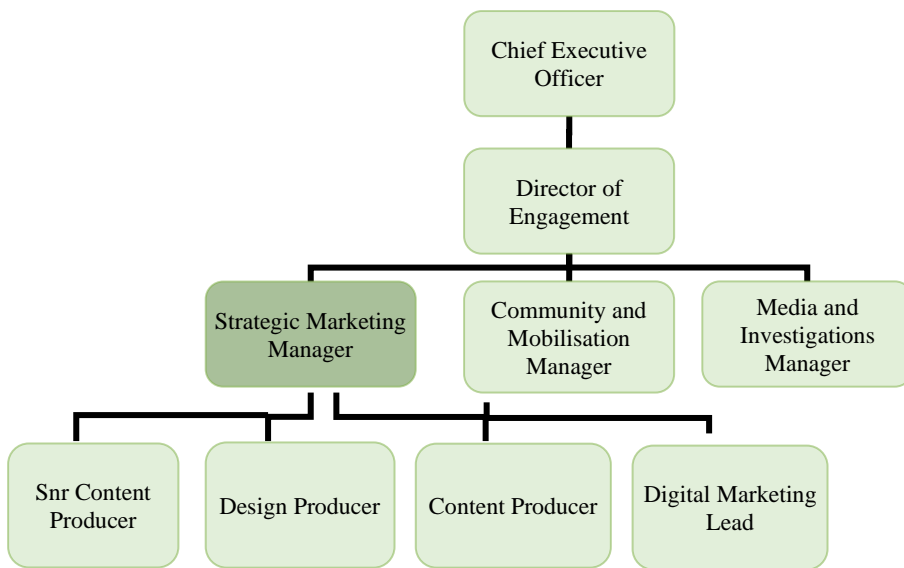
The performance of the Digital Marketing Lead Advertising Strategist will be evaluated through annual Performance Appraisals to be conducted by the Strategic Marketing Manager. Indicators will include:

- Success metrics related to fundraising leads generated and supporters reached and activated.
- Brand awareness among target audiences.
- Effective use of platforms and techniques pursued to reach new audiences.

## **KEY SELECTION CRITERIA**

- At least five years' experience in digital advertising, performance marketing or social media marketing
- Experience with internal stakeholder management.
- Previous experience working with CRMs.
- Ability to track, analyse and provide insights into digital ad campaigns using tools such as Google Analytics, Facebook Ads Manager, and Google AdWords.
- Creative, innovative and critical thinker able to work with autonomy and in a team environment.
- Self-motivated with demonstrated problem-solving skills and the ability to respond rapidly when required.
- Demonstrated ability to work collaboratively within a team and across teams.

- Sound working knowledge of InDesign, PhotoShop and experience with brand style guidelines.



# How to walk the talk...

ACF's top six characteristics of an ideal team

	Communicative	Supportive	Respectful	Fun	Collaborative	Focused
ACF's role	<ul style="list-style-type: none"> <li>• Provide genuine, meaningful, two-way, communication to staff</li> <li>• Provide opportunity for staff to communicate between teams and between levels</li> </ul>	<ul style="list-style-type: none"> <li>• Offer flexible work arrangements</li> <li>• Monitor, measure and seek to improve staff happiness</li> <li>• Reward good performance</li> </ul>	<ul style="list-style-type: none"> <li>• Take people's ideas, worries and needs seriously</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage a social and welcoming atmosphere</li> <li>• Organise team gatherings to celebrate our successes and losses</li> </ul>	<ul style="list-style-type: none"> <li>• Communicate organisational goals and provide direction</li> <li>• Emphasise shared goals, not individual goals.</li> </ul>	<ul style="list-style-type: none"> <li>• Set goals and make sure we stick to them</li> <li>• Clearly defined reporting lines, and team functions</li> </ul>
My role	<ul style="list-style-type: none"> <li>• Ask questions</li> <li>• Understand you teams' priorities and help to achieve them</li> <li>• Seek feedback</li> <li>• Give feedback</li> </ul>	<ul style="list-style-type: none"> <li>• Give credit where credit is due</li> <li>• Ask "are you okay?" and act on the answer</li> <li>• Remind yourself that we're all human with pressures outside work</li> </ul>	<ul style="list-style-type: none"> <li>• Treat others as you would like to be treated</li> <li>• Listen</li> <li>• Let others speak</li> <li>• Reflect. Is my behaviour making the situation worse?</li> </ul>	<ul style="list-style-type: none"> <li>• Take time out</li> <li>• Remember what's important</li> <li>• Don't be afraid to ask for help</li> <li>• Be silly occasionally</li> </ul>	<ul style="list-style-type: none"> <li>• Help your colleagues (remember, you're in the same team)</li> <li>• Realise that people work differently and that you can learn something from everyone</li> </ul>	<ul style="list-style-type: none"> <li>• Ask the question: "why are we doing this?"</li> <li>• Do what's best for the team</li> <li>• Work where you can do the most good</li> </ul>