

## Job Description

### Digital marketing producer ANZ



**We are** World Animal Protection.

**We end** the needless suffering of animals.

**We influence** decision makers to put animals on the global agenda.

**We help** the world see how important animals are to all of us.

**We inspire** people to change animals' lives for the better.

**We move** the world to protect animals.

World Animal Protection is a truly global organisation, working in over 50 countries across the world, with offices in every continent. Our vision is a world where animal welfare matters and animal cruelty has ended. We protect animals because we believe a sustainable future for the planet can only be achieved if both animals and people are part of the solution.

**Job Title:** Digital marketing producer

**Location:** Sydney

**Reports to:** Marketing Lead

**\*Technical/Professional Accountability to:**

**Grade:** 8

**\*Technical/Professional Reports:**

**Budget holder:** No

**Global/Local:** Local

#### Main Purpose of the role

This position is directly responsible for creation, process and management of emails and creative digital, social and print assets for Australia and New Zealand, working within the global digital frameworks to strengthen and build World Animal Protection's digital presence and brand. The role requires a thought leadership approach, bringing fresh ideas, new technologies and industry best practices.

#### Accountabilities

- **60%** of the role is creating email for various campaigns and appeals using templates or assembling new ones using our no code platform.
- **30%** of the role entails design, development & execution of creative elements across all our platforms (social, web, ecommerce, emails, print ads..);
- **10%** of the role is reporting back on various asset performance and ensuring tracking and testing is properly set up.

The role holder will comply with the organisation's policies and procedures.

## Duties and Responsibilities

### *Functional*

#### **Email Campaigns:**

- Craft email journey templates and visuals to drive and nurture marketing campaigns.
- Create email assets, including sourcing strong supporting visual elements to convey message to drive conversion and report on success.
- Performing day-to-day email marketing activities including, but not limited to: email campaign set-up, scheduling, multivariate testing, URL tagging and deployment of one-time, recurring, automated and dynamic content-driven campaigns.
- Evaluate and monitor email and digital campaigns, including any testing, and report back to stakeholders on results.
- Troubleshoot technical issues related to HTML templates, mobile-responsive design and other aspects of email execution, when required.
- Liaising with internal stakeholders to deliver timely communications to World Animal Protection supporters.
- Interpret and translate email briefs, feedback and create and schedule email in a timely manner.

#### **Social Media Campaigns:**

- Create impactful social graphics to increase following organically and appeal to targeted audiences. Explore use of new elements to evolve designs and design patterns across digital.
- Set up and schedule social posts for Facebook and Instagram in collaboration with the digital marketing producer

#### **Print:**

- Element of the role includes designing collateral, infographics, reports and banners. Work with the marketing manager to ensure each project, in accordance with briefing, are clearly outlined and estimated; evaluate project requests and campaign strategies to understand scope of request.

#### **Adhoc duties:**

- Work with the digital team and external partners to understand content optimization performance metrics through A/B testing, heat maps and user behaviours to optimize design for impactful user experiences.
- Work with the wider digital team to manage quarterly KPI reporting for email, and digital channels as per international KPIs.
- Ensuring all digital assets and channels align with the brand guidelines.
- Shared management, creation and amendments of assets for campaigns in the CMS including webpages and forms, ecommerce store and online donation forms.
- Setup required tracking, goals and event/UTM tracking within Google Analytics for marketing campaigns and add tags in Google tag manager as required in collaboration with the digital marketing producer

## Organisational responsibilities

- Delivery of World Animal Protection's Global Strategy across the core themes of Mission, Movement & Transformation in a global, matrix environment
- Work cooperatively with external organisations, teams within World Animal Protection and in the wider animal welfare movement to pursue programme objectives and wider organisational goals, including those relating to brand, communications, fundraising and resource management.
- Actively participate in building our brand and maintain the integrity of our brand to support our profile, lead generation, income and engagement.
- Help secure resources (income) and reach (people and partnerships) by actively contributing to our supporter relationships, fundraising, communications, and donor reporting.
- Actively participate and support the organisation to ensure that we manage our resources (financial, staff and IT) efficiently and effectively by improvement of systems, reporting and compliance.
- Contribute to a learning culture and create a positive working environment for staff.
- The role holder will from time to time be required to undertake any other duties that are within the scope of this role.
- Take responsibility for their own health, safety and welfare, comply with H&S policy and procedures, and not act in any way that compromises the safety of themselves, colleagues or the public.
- The post holder may be required to travel internationally to provide support or participate in World Animal Protection's activities as and when required.

## Skills and Experience

### *Essential*

- Experience in using Email platforms (creating, sending and scheduling emails)
- High attention to detail and good time management skills
- Bachelor's degree in digital design, visual communications, graphic design or related field preferred
- Minimum of 3-5 years industry/professional design experience in digital and/or print marketing
- A portfolio demonstrating ability to create brand assets across multiple channels for different audiences and user experience (UX)
- Ability to manage multiple projects based on demands and meet deadlines
- Ability to interpret and translate creative briefs, feedback and put into action
- Proficient in Adobe Creative Suite: Photoshop, InDesign, Illustrator
- Knowledge of HTML and CSS
- Relevant cross-functional experience (email, web, social media, eCommerce)

## *Desirable*

- Knowledge of basic video production/editing ie. Adobe Rush, Premiere, After Effects
- Experience using content management systems (esp. Drupal)
- Understanding of Javascript
- Experience in using Marketing automation platforms would be highly regarded (esp. Marketo)

Last reviewed/updated: June 2021

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\*World Animal Protection operates in a matrix environment. This means we routinely work with colleagues from different locations, business units and cultures in cross-functional and virtual teams.

<sup>1</sup>A **global role** works across geographic boundaries with a remit to enable the delivery of strategic organisational activity across the world, providing direct input and support at a local level as required. A **local role** is primarily focussed on the delivery of strategic organisational activity within a country or location, providing information and input to global strategy and directions as required.