



# Position Description

## Digital Campaign Specialist

<b>Position Level</b>	Co-ordinator	<b>Department</b>	Digital
<b>Location</b>	Australia wide, though Sydney preferred	<b>Direct reports</b> <b>Indirect report</b>	None None
<b>Reports to</b>	Account Director	<b>Date revised</b>	Aug 2021

### ■ Position Summary

The Digital Campaign Specialist leads the development, implementation and optimisation of digital marketing and fundraising campaigns for a range of not for profit clients. This role supports the Directors to create, prepare and implement digital fundraising strategic plans across multiple channels to meet campaign targets. This role is responsible for the day to day management of client's digital fundraising needs in a timely and accurate manner whilst maintaining the highest levels of client service.

### ■ Key Relationships

- This position reports directly to the Account Director
- The company Founders may often be a strong contact point for the overarching relationship with the client, so contact with Founders is common
- The key relationships in this role are with various members within a fundraising or marketing team for the agency's charity clients
- Various Donor Republic Account Directors and Senior Account Managers who also manage relationships with clients and overall campaign management
- This role also required various internal and external supplier relationships including copywriters, designers, marketing automation platforms, website platforms, and other digital platforms.

### ■ Position Responsibilities

- Develop digital marketing strategies and plans to attract, engage and maximise the value from client's supporters across all areas of fundraising and marketing
- Implement, optimise and enhance of digital campaigns across platforms and channels such as Facebook, Instagram, Programmatic, Linked In, Search and YouTube
- Monitor, track and evaluate campaign performance analytics, based upon KPI targets, providing regular updates to internal teams and clients, including full post campaign reporting



- Work closely with relevant Directors, Account Managers and the Creative team to develop and execute digital marketing and fundraising plans to ensure campaign success based on KPIs
- Establishing and monitoring digital tracking in Google Analytics, Tag Manager, UTMs, Facebook Pixels and Conversion APIs
- Own budget planning, forecast and pacing to ensure optimal and predictable spend across client digital fundraising and marketing campaigns
- Regularly communicate with and provide reports to clients at a senior level
- Pitch fresh and innovative ideas to clients and internally
- Document results of tests for all campaigns in our Research Library, for shared learnings within the team and across the fundraising sector
- Help educate associates, clients and internal colleagues when necessary
- Ensure that your own and the agency's activities support agency guiding principles
- Develop and review systems and processes and seek approval from Directors
- Participate in meetings, workshops and strategic sessions when required
- Seek learning opportunities to develop and maintain own professional development

## ■ Position Selection Criteria

### *Technical Competencies*

- Strong experience in digital marketing, with an emphasis on Facebook experience, building media plans and budgets, audience targeting and setting up campaigns on Facebook Ads Manager
- A strong understanding of Google Ads and Google Analytics
- Ability to spot and / or create great creative
- Proven project management skills delivering complex projects on time and on budget
- A strong knowledge of all the financial aspects of digital fundraising/marketing including analysis of costs/income, ROI, conversion and attrition data and all other relevant KPIs.
- Excellent analytic skills and a demonstrated ability in using data to drive results.
- An ability to describe complex or technical issues using terms a non-specialist can clearly understand.
- Setting up digital ad tracking, Google Tag Manager, Google Analytics, Facebook Pixels and others
- An understanding of how to communicate across different digital channels, including a deep understanding of all social media platforms

### *Personal Capabilities*

- Highly self-sufficient and able to work autonomously without constant direction
- Highly self-motivated with the drive to succeed
- High attention to detail to ensure accuracy in day-to-day activities.
- A professional, yet personable, client manner (you will be dealing with clients frequently)



- Enthusiasm for working with good causes, and the maturity to meet the challenges of working within a fast paced, resource-restricted setting
- Ability to push back with clients and Directors when appropriate and necessary
- The ability to establish credibility and effectively network with and influence internal and external clients and key industry contacts

### *Qualifications/Licenses*

- Qualifications or relevant industry experience in Fundraising, Marketing or Digital communications – or a related discipline would be valued.

### *Core Leadership/Behavioural Capabilities*

- **Strategic Direction:** Generates and considers options for actions to achieve long-term organisational goals including cost; benefits; risks; timing; buy-in; legal and ethical constraints
- **Change:** Responds positively and effectively to change and encourages and supports others to respond positively to change and the future directions of the organisation. Assist self and others to overcome resistance to change
- **Commercial Awareness:** Demonstrates a range of capabilities appropriate to the position, in areas such as commercial awareness, financial competence and business performance reporting to ensure sound decision making
- **Customer Service:** Builds effective relationships with a range of key stakeholders and works successfully with diverse groups
- **Team Participation:** Collaboratively works with team members to encourage, support and motivate team performance and looks for opportunities to reinforce, reward and celebrate achievements
- **Positive Disposition:** Models professionalism, adopts high ethical and professional standards, commands attention and respect, and instils confidence needed to succeed; builds trust among team members
- **Self-Awareness:** Understands own strengths and weaknesses as well as impact on others; is open to feedback from others
- **Personal Well-Being:** Exhibits a personal energy to achieve success, balances work priorities with personal life so that neither is neglected; maintains healthy lifestyle.

### **General Conditions**

All Donor Republic staff are required to:

- Act at all times in accordance with the Code of Conduct and Guiding Principles
- Comply with the Work Health and Safety Management Plan
- Where required, support a child safe organisation by undertaking screening for suitability to work with children, youth and vulnerable people and to comply with relevant state/territory legislative requirements.



At the heart  
of fundraising