POSITION DECRIPTION	
Title	**Digital Marketing Coordinator**
Unit	Digital
Reporting to	Digital Marketing Manager
Location	Level 8, 120 Sussex street, Sydney
Position Statement	The Digital Marketing Coordinator position is for the set up and maintenance of marketing and product analytic platforms, user testing and platform access. The role assists with the tag management domain, ensuring appropriate and accurate tracking of our digital platforms while contributing to creating targeted and personalised digital experiences for our customers.

Accountabilities and Responsibilities

Key responsibilities	• Help set up CRO Experimentation Program at A4U and ongoing management.
	• With a supporter first lens, the role is responsible for optimising landing pages and assisting in developing personalised campaigns to increase funnel efficiencies, improve user engagement, acquisition and retention goals.
	• Working with various data inputs and teams, the role assists in the design, and supports, the execution of a roadmap of experiments to improve conversion rates across multiple touchpoints.
	• Interpret qualitative and quantitative insights to aid, inform and support the development of testing plan and roadmap
	• Help with design and implementation of A/B and multivariate testing opportunities from hypothesis creation, to identifying success metrics, conducting post-test analysis and improving macro and micro conversion goals.
	• Help with the setup, execution and measurement of initiatives using optimisation and analytics tools including Optimizely, Amplitude, Mode and Google Analytics.
	• Analyse, track and report on experiment results to deliver data driven and actionable insights
	• Assist in the preparation of management reports and presentations to stakeholders to communicate business and supporter outcomes of the delivered initiatives
	• Use Salesforce Marketing Cloud to create journeys using Journey Builder and sync data from CRM to Marketing Cloud and back
	• Use SF Connector for passing data between SFMC and internal CRM
	• Provide support and point of escalation for product teams using Marketing Cloud
	• Complete QA checks on changes to data and journeys
	• Configure business process managed through Marketing Cloud, e.g. content approval processes and groups
	• Assist with the website refresh project
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Organisational Responsibility	• Demonstrate an active and dedicated commitment to A4U's Mission, Vision and core principles.
	• Comply with A4U's Policies and Procedures.

	- Observe all legal and legislative requirements. - Assist in the development of, and participate in A4U's initiatives, projects and events. - Cultivate productive and collaborative working relationships and outcomes through open and inclusive planning, continuous information sharing and transparent work practices. - Liaise with others in a professional, respectful and constructive manner. - Ensure a high level of confidentiality and integrity.
Selection Criteria	
Essential Qualities	- Tertiary qualification in marketing, e-commerce, communications, or relevant subject area. - Experience in website design or similar role. - Understanding of user experience principles with the ability to apply these across new and existing websites - Knowledge of HTML/CSS - Experience of using CMS - Understanding of responsive design principles and how to apply these - Ability to design content using Photoshop - Advanced computer skills, including all Microsoft office products.
Desirable Qualities	- Demonstrated success in building brand awareness - Professional experience in fundraising and/or not-for-profit sector. - Experience administering email and CMS platforms for an organisation
Person Specifications	- Excellent verbal and written communication skills. - Ability to work well within a collaborative environment. - Ability to work in a fast-paced environment, under pressure with competing deadlines. - Highly motivated, with an ability to complete tasks, with a strong attention to detail. - Ability to engage a wide range of key stakeholders. - Problem solving skills. - Strong project management skills. - Diplomatic and tactful. - Adaptability, flexibility and problem solving skills. - Open, friendly and approachable. - Acting with integrity, honesty and credibility.
Key Competencies	- Analysis and problem-solving - Flexibility and adaptability - Information gathering - Innovation and creativity - Planning and organising - Team work