

Digital Growth Specialist

The Position

The Digital Growth Specialist drives growth through innovation, focusing on performance and improvement of Wilderness Society's digital systems, processes and practices. The role focuses on optimising digital systems and seeking opportunities for growth in engagement and income to maximise investment in Wilderness Society's purpose.

Employer	TWS Ltd	Department	Franklin (CRM/IT)
Location	Negotiable	Level	4
Tenure	Permanent Full Time/Part Time	Hours	22.5-37.5 hours per week
Reports to	Systems & Technology Manager		

Responsibilities

Key Responsibilities
<p>Communication, Collaboration & Relationships</p> <ul style="list-style-type: none"> • Work in partnership with the Systems & Technology team and other key departments including Communications and Fundraising to deliver organisational objectives • Manage relationships with external suppliers where appropriate to deliver value for TWS • Delegate relevant tasks and offer support and training where necessary • Actively promote a culture of innovation and professionalism
<p>Management Span (Digital Systems)</p> <ul style="list-style-type: none"> • Actively seek opportunities to innovate or improve systems, processes and practice to deliver better supporter engagement (including income) • Administer digital systems (including payment systems) and ensure that they operate as a healthy, integrated ecosystem that meets organisational needs • Test and troubleshoot issues with digital systems, e.g. reviewing and fixing HTML code, JavaScript and Stylesheet issues or providing website/CMS support • Provide user support to staff on digital systems, including evaluation, training, procedures and user guides with system and process changes
<p>Systems, Policies & Processes</p> <ul style="list-style-type: none"> • Demonstrate a comprehensive knowledge of policies, procedures and practices, including application of guidelines or statutory requirements relevant to the organisation and the industry sector (e.g. PCI DSS, Privacy Act and standards for customer care and complaints resolution)

- Actively participate in the identification and mitigation of risks within TWS' risk management framework

General

- Consistently achieve agreed KPIs
- Maintain an up to date understanding of TWS campaigns
- Participate in team meetings and other activities as required
- Some travel may be required from time to time

Knowledge and Skills

Essential	Desirable
<ul style="list-style-type: none"> ● Minimum of 2 years experience in a similar role ● Excellent communication skills, a service-led approach and the ability to engage effectively with technical and non-technical people ● Proficiency in digital systems including CRMs, front and back end web topologies, HTML, CSS and Javascript/jQuery ● Curiosity and well-developed problem-solving skills ● Excellent time management and organisational skills and excellent attention to detail ● Commitment to TWS values 	<ul style="list-style-type: none"> ● Knowledge of Blackbaud systems, NationBuilder, Engaging Networks, Google Analytics, Google Tag Manager, Facebook Business Manager, Liquid Template Language ● Experience publishing and debugging social media metadata properties for content sharing and monitoring of traffic ● Experience in producing and maintaining technical and business documentation (e.g. user guides, procedures) and training materials ● A proven commitment to and understanding of the not-for-profit sector