

Digital Marketing Coordinator



Position Description		
Title:	Digital Marketing Coordinator	
Department:	National Engagement - Marketing	
Purpose:	This role is responsible for the execution of and reporting on Baptist World Aid's digital marketing activities.	
Reports to:	Digital Marketing Lead	
Direct Reports/ Supervises:	NA	
Key Relationships:	Marketing, Advocacy, Ethical Fashion, Supporter Engagement, Fundraising	
Hours per Week:	28 hours / 4 days per week. 12-month contract.	
Location:	Transform Aid / Baptist World Aid Headquarters, North Ryde NSW or Remote	
Key Responsibilities and Activities		
Key Focus Areas	Activities	Success looks like
Digital Marketing	<ul style="list-style-type: none"> • Input into digital marketing plans and strategies • Execute digital marketing activities for fundraising campaigns and Baptist World Aid products • Execute paid advertising strategy including optimising Google Ads Grant account • Manage and develop Baptist World Aid's social media channels • Maintain social media pages including content creation, scheduling and community management • Test out new ideas to support overall digital marketing strategy • Work with stakeholders to upload, publish and distribute blogs in line with SEO/AIO content plan. 	<ul style="list-style-type: none"> • Effective delivery of digital fundraising campaigns and continuously improved performance. • Provision of accurate monthly and campaign reports, using analytics to guide improvements. • Innovative approaches to boost engagement and contribute to content marketing initiatives.

Website Maintenance	<ul style="list-style-type: none"> • Monitor Site Health and put in proactive measures for optimisation • Manage relationship with web developer and stakeholders for maintenance and troubleshooting • Input into optimising website UX and UI • Update website content as required • Support Digital Marketing Lead in website testing during maintenance phases 	<ul style="list-style-type: none"> • Maintain and increase the website's authority score, health and average Search Engine Result Page (SERP) position • Working with stakeholders to update and/or create content on the website
Data Insights	<ul style="list-style-type: none"> • Consistently measure, analyse, and report on the performance of digital marketing initiatives and campaigns to identify areas for improvement 	<ul style="list-style-type: none"> • Contributing to monthly insights reporting • Making recommendations based on findings • Implementing recommendations based on findings (such as web improvements to increase conversation rates, repeat visitors, time spent on page, etc.)
Market Research	<ul style="list-style-type: none"> • Collect and analyse research on digital marketing and technology trends to develop digital marketing initiatives that align with key organisational targets and strategy 	<ul style="list-style-type: none"> • Marketing initiatives and strategy on trend in relation to industry trends. • Digital innovations considered • Monitoring the industry and making recommendations
General	<ul style="list-style-type: none"> • General marketing and communication support 	<ul style="list-style-type: none"> • Team functions covered
Secondary Activities		
<ul style="list-style-type: none"> • Review and approve digital marketing content as required • Provide digital marketing support for rapid disaster appeal activation 		
Essential Knowledge, Skills and Experience		
<ul style="list-style-type: none"> • An authentic Christian, with strong commitment to the values, vision and mission of the Baptist Church, and willingness to participate in prayers and biblical reflection sessions • 2+ years' experience in a digital marketing or marketing role with a passion for driving engagement and results • Expertise in managing social media platforms and other digital channels, both paid and organic • Proficiency in Adobe Photoshop and/or Canva 		

Desirable Knowledge, Skills and Experience

- Relevant qualifications in Business, Marketing, Digital Marketing or Public Relations
- Excellent written communication and data analysis skills including Search Engine optimisation
- Creative copywriting and storytelling skills
- A working knowledge of WordPress
- Exposure to Adobe creative suite and Microsoft Office
- Understanding of and interest in International Development and Advocacy

Organisational Wide Requirements**Our Values**

It is expected that you model our organizational values of the workplace.

Workplace Health and Safety and Equal Employment Opportunity

It is your responsibility to take reasonable care for the health and safety of all people within the workplace and for all people who may be affected by your acts or omissions. You will cooperate in implementing WHS legislation and standards.

You are also accountable and responsible for complying with all Transform Aid International / Baptist World Aid policies and procedures designed to eliminate discrimination in the workplace.

Safeguarding

Transform Aid International / Baptist World Aid is a child safe organisation and all employees are required to read and understand our policies in relation to child protection policy, safeguarding, and the prevention of sexual exploitation, abuse and harassment. Employees must and in addition, sign and abide by our Safeguarding Code of Conduct. All employees are required to provide authorisation for a National Police Check and will be required to gain a Working with Children Check and maintain these clearances.

Compliance

It is your responsibility to ensure compliance with TAI policies and procedures, legislation, as well as requirements of relevant regulatory bodies, including ACFID and DFAT.

Employee Name	
Employee Signature	
Date	