

POSITION DESCRIPTION

General Information:	
Position Title:	Digital Media & Advertising Manager
Incumbent:	
Function & Team/Program:	Digital Campaigns – Marketing – Fundraising & Communications
Location(s):	Flexible
Manager's Position Title:	National Manager, Digital Campaigns
Manager's Name:	Katherine Ong
Date Prepared:	26 August 2026
Prepared By:	Katherine Ong
Approved By:	Louise Woods

Primary Purpose of this Position (*In one sentence - why does the role exist?*)

This role is part of the Digital Campaigns Team and is responsible for planning, delivering, and evaluating performance media activity across (but not limited to) Paid Search, Programmatic Display, Digital Video, Native advertising to grow fundraising income, acquire supporters, strengthen brand outcomes and improve campaign performance.

The role translates campaign objectives into evidence-based digital channel, audience, testing plans, manages agency delivery, and applies performance insights to continually improve return on investment and campaign effectiveness.

This role is responsible for collaborate closely with Marketing, Fundraising, Communications, Digital Products and Innovation, and Fundraising Insights teams to deliver coordinated digital campaigns that provide consistent supporter experiences across relevant channels and touchpoints. While also enhancing brand equity metrics.

Scope:

Direct Reports to this Position By Position Title	Indirect Reports Total Number
Nil	Shared coordinators, senior coordinators and specialists as allocated.
Financial Dimensions controlled by this Position (<i>Include key financial metrics such as revenue growth, income & expense budget, etc</i>)	
Direct control	Indirect control
Day to day allocation of non-social media digital expenditure within approved campaign budgets	Digital campaign income, supporter acquisition, cost per acquisition and return-on-investment outcomes
Other Dimensions of this Position	
<i>e.g. Number of programs, site responsibility, geographic spread of team</i>	

- This role is expected to maintain a broad cross functional awareness and engage proactively with stakeholders within and outside the organisation to ensure digital channels support the work and profile of the organisation.
- This role will also be expected to foster a strong test-and-learn culture across paid digital media activity, continuously identifying opportunities to trial new channels, technologies and optimisation techniques to improve fundraising performance and supporter acquisition outcomes.
- The role is responsible for applying appropriate privacy, data governance, consent, brand safety and platform requirements when using supporter data and digital advertising technologies to protect the organisation and its supporters

Setting Priorities (how is work prioritised)

How often does employee prioritise their own work? Eg. Daily, weekly, monthly, annually, other	Daily, weekly, monthly, quarterly and yearly
How often does employee determine the priorities of others? Eg. Daily, weekly, monthly, annually, other	Weekly, monthly, quarterly and yearly and in line with campaign timelines as appropriate.

Key Relationships (Who does the role interact with? List the titles of individuals, departments and organisations frequently interacts with)

Internal	• National Manager, Digital Campaigns • Digital Creative Production Lead • Digital Campaigns Team • Campaigns Team • Campaign Operations Team • Fundraising Insights Manager • Content Team • Coordinators, Senior Coordinators and Specialists as required • Broader Marketing Team • Communications Team • Group Marketing Manager • Digital Product and Innovation Team
External	• Digital Media Agencies • Digital Creative Agencies

Key Decision Making in this Role: (What are the key decisions and recommendations made in this role?)

Decisions Expected

- Research-informed activities to evolve channel impact on growing and retaining supporters
- Manage the day-to-day delivery of paid search, programmatic display, digital video and native content for existing campaigns and new and emerging products in line with budget, based on performance and agreed objectives and targets
- Select channel, audience, targeting, bidding and testing approaches for non-social paid media to improve campaign reach, conversion and cost effectiveness...
- Prioritise of optimisation activities based on campaign performance, fundraising priorities, available resources and agreed targets
- Agency task prioritisation and delivery requirements
- Oversight and approval of digital media asset design in line with campaign and creative strategy.

Recommendations Expected

- Development of plan and make recommendations on objectives, target segments, channel plan to drive traffic, communication, conversion and retention strategies, brand building, challenges/solutions, opportunities, budget, etc
- Liaise with the Digital Creative Production Lead to approve look, tone, feel and style of marketing which reflects TSF branding on all paid media digital channels, in all mediums and formats
- Liaise with the Social Media Campaign Manager to align audiences, investment, testing and creative activity are coordinated across the digital media portfolio.
- Use of strategies, tools and applications to increase supporter conversion, engagement and retention
- Online brand and fundraising campaigns to attract and recruit new supporters from our key target markets, plus engage and nurture existing supporters
- Research-informed strategies to evolve existing products in the digital space, channel impact on growing and retaining supporters and the implementation of new digital fundraising initiatives
- Best practice use of channels to drive fundraising results, including optimisation strategies.

Every Team Member at The Smith Family:

- Is expected to uphold The Smith Family Values and Culture;
- Understands and complies with the Child Protection Framework;
- Takes reasonable care for the health and safety of themselves and others;
- Understands and complies with the Workplace, Health and Safety Systems;
- Reports hazards and incidents and participates in risk management as required.

Key Responsibilities / Accountabilities:

Major Area:	Performance Media Strategy and Delivery	% of Job Total: 50%
Working closely with the National Manager, Digital Campaigns, to develop and deliver the performance marketing plans and activity for our digital media in line with our brand and fundraising objectives and the overall digital marketing campaign strategy.		
Collaborating with cross functional stakeholders and media agencies to oversee the implementation of Paid Search (Paid and Grant) initiatives, and programmatic display and native advertising across the organisation to drive traffic to the organisation's website and other digital assets		
Working with media agencies to identify new media formats or audience targeting for testing and identify opportunities to leverage data for audience targeting to increase performance		
Coordinate campaign activity with the Social Media Campaigns Manager, to ensure Paid Search, Programmatic Display, Digital Video and Native content, integrates with other paid media digital assets and aligns with the overall digital marketing strategy, and organisation's communications strategy.		
In collaboration with relevant Marketing and Comms stakeholders, oversee the building of holistic campaigns and ensure consistent audience journeys, messagnign and channel activity across relevant supporter touchpoints.		
Working with all Marketing Teams and FAR, identify target audiences and apply best practice targeting to optimise utilisation of first party data to inform performance marketing activity.		
Continuously review media buying effectiveness and return on investment through reporting and analytics of performance, improving performance against key KPIs such as CPM, CPC, ROAS.		
Working with all Marketing Teams and FAR, identify target audiences and apply best practice targeting to optimise utilisation of first party data to inform performance marketing activity.		
Oversee the development of digital media led by the Creative Production Lead to support new product initiatives to maximise reach to new audiences and ensure non-paid social media activity is integrated with paid social and broader campaign activity, while maintaining clear channel ownership.		

Major Area:	Agency and Stakeholder Management	% of Job Total: 20%
Build and maintain productive relationships with stakeholders across Marketing, Fundraising, Communications, Digital Products and Innovation, and Fundraising Insights to enable effective campaign planning and delivery.		
Manage appointed media agencies and platform partners, through clear briefs, agreed deliverables, regular performance reviews, quality assurance, delivery oversight and accountability against agreed outcomes.		
Evaluate agency recommendations and performance, holding partners accountable for quality, innovation, testing and campaign outcomes.		
Identify opportunities to improve ways of working, stakeholder engagement and supplier performance to maximise efficiency and results.		
Work collaboratively with agency and internal stakeholders to develop and implement test-and-learn initiatives, sharing insights and recommendations to drive continuous improvement.		
Major Area:	Digital Analytics and reporting	% of Job Total: 20%
Actively contribute to digital campaign and activity analysis to evaluate stand-alone and integrated campaigns and activity, ensuring learnings are leveraged for continuous improvement and strategic evolution.		
Analyse campaign results Working with relevant Marketing Team stakeholders and Fundraising Insights Manager, contribute to campaign analysis, making recommendations for further optimisation and continuous improvement.		
Undertaking research and analytical activities to improve digital performance and identify new opportunities and tactics for digital channels		
Measuring and reporting on the effectiveness of digital fundraising campaign activity with the intention of developing insights and maximising return on investment.		
Create and manage reporting dashboards (e.g. Looker Studio, and other agreed reporting tools), ensuring data integrity, consistency and alignment with business requirements.		
Work with internal stakeholders to define reporting requirements, automate recurring reporting where appropriate, and identify opportunities to improve measurement and decision-making		
Major Area:	Team Management	% of Job Total: 10%
Guide team members in applying digital media best practice, interpreting campaign performance and using insights to improve delivery.		
Plan and coordinate allocated team capacity in line with campaign priorities and delivery timelines.		
Ensure agile principles are built into the media planning and development to optimise team member skills and capacity.		
Support professional development through coaching, knowledge sharing and constructive feedback.		

Key Challenges in Achieving Goal(s): (What are the key challenges faced by this role in meeting goals/objectives)

- Oversight of multiple overlapping campaigns, each with different goals and targets.
- Juggling competing deadlines in line with evolving priorities.
- A shift to semi-agile working will require a change to resource planning. Taking a holistic and future focused approach to planning campaign development will mean a significant change from the current approach.
- Challenging and changing economic and social environment resulting in continued suppression of supporter acquisition rates.

Qualifications, Experience and Competencies: (What background, knowledge, experience or competencies are required to perform the role at the expected level?)

Education / Qualifications / Memberships:	Essential	Desirable
	Tertiary qualification (ideally in a related field)	- Knowledge of the FIA code. - Relevant certification in Google Ads, Google Analytics, programmatic advertising or another recognised digital media platform.
Experience:	Essential	Desirable
	4-5 years in a similar role with a performance agency or e-commerce brand - Experience developing and implementing multi-channel digital media strategies aligned to acquisition and income targets - Proven experience translating campaign objectives into channel, audience and testing plans - Experience developing and maintaining digital marketing dashboards and reporting frameworks using tools such as Looker Studio, GA4 or similar reporting platforms - Experience managing media agencies and suppliers including briefing, performance evaluation, optimisation and accountability against agreed outcomes	- Experience working with or managing integrated omni-channel campaigns. - Experience working for a social purpose organisation or not for profit organisation - Knowledge of ad platforms across various programmatic platforms, Google Ads and Microsoft ads - Experience working in an agile or semi agile environment. - Experience coordinating shared team resources or mentoring colleagues without formal line management responsibility.
Competencies:	Essential	Desirable
	- Demonstrate strong digital media and performance marketing capability - A highly analytical mindset with the ability to interpret data and convey actionable insights - Deep understanding of online audience behaviour, supporter journeys and current digital media trends - Ability to demonstrate excellent stakeholder management skills, supplier relationships across different functions and levels of the organisation. - Ability to work autonomously and manage competing priorities - Strong project management and organisational skills	- Experience working in agile or semi-agile environments - Ability to influence and drive alignment across stakeholders - Innovation mindset - Experience mentoring and developing team capability

	• Ability work in a flexible and agile way adapting to changing environments. • Demonstrated strong ability to identify practical opportunities for innovation, testing and continuous improvement. • Excellent ability to communicate complex digital media information clearly to stakeholders with different levels of technical knowledge.	
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