

Wonder Works Digital

Wonder inspires. Wonder creates, Wonder works.

Digital Strategist - Campaigns

Location: Remote (Melbourne-based)

Reports to: Principal Director

Direct reports: None.

Overview

Are you passionate about creating compelling customer experiences through creative and innovative strategies and campaigns? At Wonder Works Digital, it's all in the name: we make wonder work. We are a full-service digital marketing agency delivering **digital made human, for organisations with purpose**, particularly across the not-for-profit and education sectors.

We are a small, collaborative team working across strategy, customer experience, campaigns, digital, content and technology. We're looking for a Digital Strategist to join us in a busy growth phase, suited to someone taking the next step in their career or a seasoned expert returning to work.

You are a creative problem solver who can think strategically and bring ideas to life. You have a strong creative eye, can develop excellent client presentations, and are comfortable creating simple digital ads, social content and campaign assets.

No day is the same, in the best way possible. You might map a campaign journey one day and workshop brand or product messaging the next, taking ideas from strategy and planning through to creative and implementation across channels. Core to the way you work is that 'anything is possible'. You're not afraid to ask questions or challenge the status quo.

Position Purpose

The Digital Strategist will play a key role in planning and delivering digital strategies, campaigns and customer experiences for clients. This role suits a versatile digital generalist who can balance strategic thinking, creative development and hands-on delivery, while working with specialist designers, developers and performance marketers as needed.

You will support the Principal Director to lead client work across campaign strategy, website and digital experience planning, creative development, channel delivery and reporting, helping turn client challenges into clear strategies and practical outcomes.

Key Responsibilities

Account Management (15%)	• Act as a day-to-day client contact as needed, building strong, trusted relationships with support from the Principal Director. • Lead client meetings and workshops to gather insights, define objectives and develop ideas. • Use customer-led and design thinking approaches to understand problems, identify opportunities and develop practical solutions. • Translate client challenges into clear strategies, recommendations and compelling presentations.
Campaign strategy & delivery (25%)	• Develop campaign strategies, customer journeys and acquisition or engagement plans. • Develop multi-channel campaign plans across email, social, digital advertising, content and other relevant channels. • Write clear creative and campaign briefs, messaging and copy. • Manage campaign delivery, timelines and approved budgets, working with internal and external specialists as needed.
Digital and website experiences (25%)	• Help lead the planning of websites and digital experiences, from understanding customer needs through to structure and delivery.

	• Develop information architecture, sitemaps and wireframes, and work with designers and developers to bring experiences to life. • Work confidently with digital platforms and tools such as Shopify and other CMS platforms. • Apply customer experience and design thinking principles to make digital experiences simpler, more useful and easier to engage with.
Creative & channel delivery (25%)	• Help turn strategies and ideas into high-quality creative execution across digital channels. • Brief and collaborate with graphic designers and other specialists to develop campaign creative, social content, digital advertising and other assets. • Bring a strong creative eye and be comfortable creating or adapting simpler assets yourself when needed, including digital ads, social content and presentations. • Manage digital advertising activity in collaboration with our performance marketing specialist, including developing briefs, supporting campaign setup, reviewing campaigns and creative, and identifying opportunities to improve performance. • Support campaign activation across email, organic and paid social, including platforms such as Salesforce Marketing Cloud and Meta. • Create supporting materials such as presentations, brochures and other campaign collateral.
Measurement & growth (10%)	• Set clear campaign goals and KPIs, and develop reporting focused on insights and actionable next steps. • Work with our performance marketing specialist to review campaign data and results, using Google Analytics, Meta and other relevant platforms to build monthly reports, identify insights and recommend next steps. • Contribute to Wonder Works Digital's own marketing, including social content, thought leadership and larger initiatives such as guides and webinars.

Experience and Skills

- 2-5 years' experience in digital marketing, ideally in an agency, not-for-profit or similarly fast-paced environment.
- Strong written and verbal communication skills, including copywriting and presentations.
- A creative thinker and problem solver with strong strategic judgement.
- Experience delivering multi-channel digital campaigns.
- Experience planning websites and digital experiences, including IA, wireframes and CMS platforms such as Shopify.
- A good understanding of digital advertising, analytics and campaign reporting.
- A strong creative eye, with the ability to brief designers and create simple digital assets when needed.
- Confident client management, presentation and workshop skills.
- Strong organisation and the ability to manage multiple projects and priorities.

Why Wonder Works?

Why Wonder Works Digital?

- **A Culture You'll Love:** We're a people-first team that leads with our values of heart, honesty, speed, and wonder. Expect collaboration, creativity, and a dash of fun in everything we do.
- **Shape Your Role:** Be part of a growing agency where your ideas will count, your voice will be heard, and you can help shape the business and your career. This includes opportunities to progress as the business scales.
- **Make a Difference:** Work with purpose-driven clients in education and not-for-profits, creating campaigns that inspire change and drive real impact.
- **Grow Your Skills:** From strategy development to omni-channel marketing, you'll gain hands-on experience across every aspect of marketing. We also support your growth with time for regular training and development opportunities.
- **Flex Your Flexibility:** Enjoy remote work that works for you, with options for a "work-from-anywhere" month and opportunities to connect in Melbourne for client meetings or creative sessions.
- **Perks That Actually Perk You Up:** Access employee discounts, wellbeing support, and other thoughtful benefits via Flare HR. We're also exploring additional perks like a home-office setup budget and paid volunteering days to support your balance and growth.
- **Rewarding Success:** A yearly bonus to reward exceptional performance and contribution.



Our Values: These are core to what we deliver across our clients and we look for staff that deliver on these principles:

- ❤️ **Heart:** Building meaningful client relationships.
- ✨ **Wonder:** Creating experiences that inspire.
- 🗨️ **Honesty:** Transparent communication, always.
- ⚡ **Speed:** Delivering great work, fast.

What We Offer

- **Career Growth:** Opportunities to take ownership of campaigns and develop well-rounded marketing skills.
- **Flexibility:** Fully remote work with opportunities to meet with the team or clients in Melbourne's Richmond area.
- **Culture:** A creative and supportive team environment where your contributions are valued.
- **Benefits:** Access to employee benefits and discounts via Flare HR.

Employment Details

- **Working Hours:** Full-time
- **Growth Potential:** Potential to expand into a larger role within 6 months.
- **Salary:** Competitive, based on experience and skills.

