

POSITION DESCRIPTION

Australia for UNHCR (A4U) and Aotearoa New Zealand for UNHCR (NZ4U) are the UN Refugee Agency's (UNHCR) national partners in Australia and New Zealand, raising awareness and funds to support UNHCR's global emergency response to humanitarian crises.

Established in 2000 A4U has raised over \$500m from individual donors, philanthropists and corporates. Together with NZ4U, these partnerships support the delivery of emergency shelter, water and cash assistance to some of the world's most vulnerable people. A4U also directly funds international projects that support longer-term care such as building schools, running livelihood programs and providing healthcare.

Title	Senior Digital Technical Coordinator	Function	Digital
Location	Level 8, 120 Sussex Street, Sydney	Employment Type	13-month parental leave contract, Full Time
Reporting to	Digital Marketing Manager	Career Level	Level 2
Last Updated	September 2026		
Position Statement	The Senior Digital Technical Coordinator is responsible for the technical performance, optimisation and ongoing development of Australia for UNHCR's and Aotearoa New Zealand for UNHCR's websites. Working closely with the Digital Marketing Manager, the role leads website optimisation initiatives, conversion rate optimisation (CRO) activities, digital analytics and technical enhancements to deliver seamless supporter experiences and maximise fundraising outcomes. The role acts as the day-to-day liaison with our external website development partner, manages website and ecommerce platform improvements, and provides data-driven insights to inform digital strategy, donor journey optimisation and future platform development across the organisation.		

Key Accountabilities

Digital Platforms

- Regularly reviews the Australia for UNHCR (A4U) and Aotearoa New Zealand for UNHCR (NZ4U) websites to ensure that fundraising content is up to date and accurate.
- Manages the relationship with A4U's and NZ4U's website development partner to coordinate and support website activities including new feature development, testing and issue management.
- Monitors, reports and delivers on actionable insights based off website performance, behavioural data and site analytics to inform UX testing and to implement optimisation strategies.

- Leads the conversion rate optimisation (CRO) program. This includes coordinating, designing and implementing A/B and multivariate testing opportunities from hypothesis creation to identify success metrics, conduct post-test analysis and improve macro and micro conversion goals using optimisation and analytics tools, including but not limited to Optimizely and Google Analytics.
- Supports on implementing technical search engine optimisation (SEO) strategies and best practice to drive website traffic and maximise revenue conversion opportunities.
- Responsible for the technical management of the Shopify store in on the NZ4U website and future ecommerce stores as / if needed.
- Works with the Digital Marketing Manager to better understand the website needs of fundraising and communication teams and enhance the different donor journeys.

Selection Criteria

- Demonstrated experience in a role responsible for website performance, user experience improvements, analytics and platform development.
- Demonstrated experience working with CMS platforms (Umbraco preferred), web developers and external suppliers. Understanding of user experience principles with the ability to apply these across new and existing websites
- Knowledge of HTML/CSS
- Experience in SEO and CRO
- Understanding of responsive design principles and how to apply these
- Proficient computer skills, including all Microsoft office products.

Personal Skills & Attributes

- 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.
- Strong project management skills.
- Diplomatic and tactful.
- Adaptability, flexibility and problem-solving skills.
- Open, friendly and approachable.
- Acting with integrity, honesty and credibility.

Our Values

- Collaborative
- Accountable
- Inclusive
- Ambitious

Additional Information

All staff are required to:

- Sign the A4U Code of Conduct and the Safeguarding Code of Conduct.
- Demonstrate an active and dedicated commitment to A4U's mission, vision and core values
- Work outside of normal business hours during an emergency situation

Approved by:

Head of Fundraising