

## POSITION DESCRIPTION

<b>Job Title:</b>	Digital Marketing Specialist
<b>Business Unit:</b>	Fundraising & Marketing
<b>Reports To:</b>	National Communications and Brand Manager
<b>Direct Reports:</b>	None
<b>Location</b>	Docklands Office – Melbourne
<b>Date Updated:</b>	January 2019

### Position Purpose

The Digital Marketing Specialist is a key role within the Fundraising & Marketing Team and is responsible for developing and implementing an effective digital marketing strategy to build positive brand awareness for Red Nose to increase awareness, recall and revenue.

The role is responsible for leading and coordinating effective social media and digital strategies, initiatives and tasks. This includes establishing relevant systems, processes and products, including working across all of Red Nose's social media channels (including Facebook, Instagram, Twitter, Youtube and new channels), website and email marketing program to plan, create and publish engaging and relevant content in line with the Red Nose's communications and brand strategy.

Working as part of the integrated Fundraising and Marketing team, the Digital Marketing Specialist helps us achieve our fundraising, communications and brand objectives by inspiring supporters, connecting them to our organisation, and showing them the impact of their support.

### Key Internal Relationships

- National Communications and Brand Manager
- Fundraising & Marketing Team
- Services Team and Bereavement Counsellors
- Educators

### Key External Relationships

- Donors and supporters
- Media/social media influencers
- Ambassadors
- Suppliers
- Volunteers
- Bereaved families

### Key Tasks

- Plan and implement an integrated digital engagement strategy to increase the reach and impact of digital channels (social, eDM and web) to drive increased revenue and brand awareness.
- Implement specific digital engagement and acquisition activities to drive awareness of and visitation to our content by our key audience groups.
- Implement advertising and lead generation activities to support key revenue initiatives, including the Red Nose Day, Bruch for Babies, Christmas Lights, 3<sup>rd</sup> party fundraising, appeals and Education.
- Plan and implement search marketing and optimisation activities (Google Grant and paid AdWords campaigns).
- Plan, implement and manage Red Nose social media accounts ensuring content is engaging and leads to growth in follower numbers and average engagement.
- Plan, write, edit and publish email marketing campaigns in line with agreed supporter journeys and campaigns.
- Plan, write, edit and publish content for Red Nose's websites ensuring content is engaging and conversion is maximised.
- Manage and evolve the Red Nose online store.

- Work with the Partnerships team to execute digital campaigns and create compelling digital assets for our partners.
- Measure and report on the effectiveness of campaigns and use the insights to improve future campaigns.
- Manage an allocated budget to support ongoing initiatives, and project budgets as required.
- Create engaging content including stories, images and videos as required.
- Support the achievement of Red Nose's fundraising and revenue objectives by providing exceptional communications support, stories and digital content.
- Manage external consultants and suppliers to ensure they deliver high quality support.
- Represent Red Nose at various events and activities as a Red Nose speaker and brand ambassador as required, on occasion out of hours or on the weekend.
- Provide input into annual strategic planning, budget process and related activities.
- Provide regular reports to Management on progress and results of digital campaigns.
- Undertake all training required to understand and accurately use Red Nose systems and processes.
- Positively contribute to an excellent high performing team culture.
- Comply with OH&S requirements.

### Experience & Qualifications

<b>Essential</b>	<ul style="list-style-type: none"> <li>• Demonstrated experience in digital communications or campaign management.</li> <li>• Demonstrated experience in running corporate social media accounts.</li> <li>• Exceptional writing skills with the ability to write effectively for different audiences and styles.</li> <li>• Proven stakeholder management skills and ability to build constructive and effective relationships with donors, suppliers and social media influencers.</li> <li>• Excellent time management and organisational skills and the ability to handle multiple projects simultaneously while adhering to deadlines.</li> </ul>
<b>Desirable</b>	<ul style="list-style-type: none"> <li>• Experience in fundraising or advocacy.</li> <li>• Video production/editing skills.</li> <li>• Understanding of medicine/health as it relates to pregnancy, childbirth, perinatal and infant wellbeing.</li> </ul>

### Skills & Technical Expertise

<b>Essential</b>	<ul style="list-style-type: none"> <li>• Experience using content management systems, analytics and social media tools.</li> <li>• Ability to write to brief and for different styles and audiences.</li> <li>• Able to distil complex issues into easily understandable ideas, concepts, communications.</li> </ul>
<b>Desirable</b>	<ul style="list-style-type: none"> <li>• Knowledge of HTML/CSS and Adobe CS</li> </ul>

### Personal Attributes

<b>Essential</b>	<ul style="list-style-type: none"> <li>• Creative flair and a passion for storytelling</li> <li>• High level of personal accountability and drive</li> <li>• Results driven</li> <li>• Ability to think creatively and to contribute innovative new ideas</li> <li>• Empathy, diplomacy and tact.</li> </ul>
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### Authorisation

Position description authorised by: General Manager, Fundraising and Marketing

Employee signature: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_