

POSITION DESCRIPTION – TEAM MEMBER

| | | | |
|-----------------------|--|-------------------------|------------------------|
| Position Title | Digital Marketing Executive | Department | Engagement and Support |
| Location | Sydney | Direct/Indirect Reports | Nil |
| Reports to | Digital Marketing Manager | Date Revised | April 2018 |
| Industrial Instrument | Social Home Care and Disability Services Award | | |
| Job Grade | Job Grade 4 | | |

■ Position Summary

Digital channels represent a significant growth opportunity for Red Cross Fundraising. The Digital Marketing Executive will work collaboratively with their Digital and Fundraising team colleagues to execute the digital fundraising strategy for Red Cross, delivering optimal digital fundraising techniques across all existing programs, and establishing new income streams.

This role will support the wider fundraising team to execute the digital components of single and regular giving campaigns. Acting as the primary internal consultant to all fundraising programs, this role establishes best practice across fundraising programs while also supporting the relationship between digital agencies and fundraising teams.

In times of peak visibility associated with Red Cross' disaster response, the Digital Marketing Executive will support the Digital Marketing Manager to maximize disaster donor acquisition, engagement and conversion.

■ Position Responsibilities

Key Responsibilities

- Assist to develop the digital fundraising strategy in conjunction with the Digital Marketing Manager and Fundraising teams with the goal of delivering YOY revenue growth targets via digital channels.
- Act as internal consultant to fundraising programs, managing the paid digital media components and aligning activity to program strategy and organisational priorities.
- Support relationships between digital agencies and fundraising teams to ensure all digital fundraising activity is aligned to the broader organisational digital and IT integration strategy.
- Implement digital components of single and regular giving fundraising campaigns including broad-based prospect/lead generation.
- Support community fundraising and bequest programs to implement their digital fundraising strategy.
- Implement and optimise a digital strategy to drive rapid response to disasters, maximising disaster donations and a strong conversion pipeline to other forms of giving and engagement.
- Model and provide coaching on best practice digital techniques in all fundraising teams to build a digital literacy across the team to enable greater self-sufficiency.
- Work with Fundraising Managers to optimise share of voice for fundraising on the Red Cross website and social media channels.
- Measure, report on and analyse all activity completed within the Digital Fundraising team.
- Provide digital dashboard reporting for fundraising teams.

■ Position Selection Criteria

Technical Competencies

- Demonstrated experience in fundraising or digital marketing
- Strong experience working with digital media agencies
- Excellent financial management and strong analytical skills
- Expertise in lead generation and conversion
- Project management skills
- Sound experience building, sending and reporting on email marketing campaigns via an email platform such as Campaign Monitor
- Practical knowledge of Google Analytics
- Practical knowledge of Google Adwords including the Grant program
- Practical knowledge of Facebook for business, Twitter and LinkedIn advertising
- Practical knowledge of updating and creating campaign pages in an enterprise CMS
- Understanding of SMS and PSMS platforms
- Knowledge of Photoshop is desirable

Qualifications/Licenses

- **Bachelor's degree in IT marketing** or business is desirable, or other associated field and/or equivalent work experience

Behavioural Capabilities

- **Personal effectiveness | Achieve results** | Demonstrated ability to manage work and achieve the results committed to. Ability to evaluate progress and make adjustments needed to achieve goals. Accept responsibility for mistakes and learn from them.
- **Personal effectiveness | Solving problems** | Demonstrated ability to identify situations or issues, consider options and develop solutions. Ability to communicate any problems, implement solutions and monitor appropriate actions.
- **Personal effectiveness | Managing my behaviours** | Demonstrated track record in managing emotions and behaviours and understanding their impact on others. Ability to self-monitor and make improvements to manage own performance.
- **Team effectiveness | Managing performance** | Demonstrated capability to take ownership of work and use initiative to deliver results. Accountable for own performance and ability to set clearly defined objectives for achievement.
- **Team effectiveness | Communicating** | Demonstrated capability to communicate clearly and concisely ensuring messages are understood. Ability to express ideas clearly, listen effectively and provide feedback constructively.

■ General Conditions

All Red Cross staff and volunteers are required to:

- Adhere to the 7 fundamental principles of Red Cross:
Humanity | Impartiality | Neutrality | Independence | Voluntary Service | Unity | Universality
- Act at all times in accordance with the Australian Red Cross Ethical Framework and Child Protection Code of Conduct
- Demonstrate skill, knowledge and behaviour to work with Aboriginal and Torres Strait Islander people in a culturally respectful way
- Comply with the Work Health and Safety management system
- Undertake a police check prior to commencement and every 5 years thereafter. Police check renewals may be required earlier than 5 years in order to comply with specific contractual or legislative requirements
- Support a child safe organisation by undertaking screening for suitability to work with children, youth and vulnerable people and to comply with relevant state/territory legislative requirements
- Assist the organisation on occasion, in times of national, state or local emergencies or major disasters