

ABC POSITION DESCRIPTION

Division:	Audience & Marketing	PositionTitle:	Digital Marketing Manager
Department:	News Marketing	Classification :	Admin/Professional Band 8 Schedule A (Non-Rostered)
Location:	Sydney	Position No:	TBC
Reporting to:	Head News Marketing P445373	Approval:	
Purpose: To drive the acquisition and retention plan for ABC News digital platforms via earned, owned and paid (digital only) channels.			
Key Accountabilities: <ol style="list-style-type: none"> 1. Contribute to the development and execution of strategic marketing and promotional activities to support digital audience growth across the News properties, particularly within the target demographics. 2. Develop and implement digital audience growth campaigns to attract & retain new audiences for ABC News digital services including but not limited to, abc.net.au/news, the ABC App, ABC News Facebook & Messenger, ABC newsletters and alerts working with key internal stakeholders (editorial, social media, paid media managers) 3. Drive product performance reporting across internal team and stakeholders, with particular attention to tracking target audience behaviour. Become the News digital marketing audience custodian and share best practice across broader ABC teams. 4. Working with the integrated media team, create monthly content marketing plans for News Digital activity to run across channels such as Facebook and Outbrain. Provide monthly reporting on the activity and work with internal teams to optimise the campaigns on an ongoing basis. 5. Manage two ABC newsletters (Q&A and Four Corners);work with Producers on the content and send weekly emails via Salesforce. Develop a plan to grow the newsletter databases and improve on key metrics eg Open/Click through rates. 6. Ensure all campaigns are tracked and optimised and provide regular reporting on their effectiveness. 7. Contribute to the coordination and implementation of marketing and communications campaigns to promote ABC News services, programming and content, including current affairs programming on TV, radio and online, to new and existing audiences. 8. The ability to work closely with a range of stakeholders to develop creative opportunities for content that will engage audiences across all platforms. 9. Collaborate with the central digital marketing team, and editorial teams to ensure digital campaigns – particularly search engine marketing activities – are set up, trafficked, tracked and reported correctly. 10. Actively promote the ABC values and apply all relevant workplace policies and guidelines. 11. All ABC staff are required to cooperate with any reasonable instruction, procedure or policy relating to safety, and take reasonable care for their own safety and that of other persons who may be affected by their conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Divisional Directors and Other Officers. 			
Key Capabilities/Qualifications/Experience: <ol style="list-style-type: none"> 1. Demonstrated appropriate tertiary qualifications and/or industry experience is desirable 2. Demonstrated experience planning and implementing digital acquisition campaigns across digital channels including social media, Search, display advertising, online promotions, e-newsletters/email marketing and other emerging channels. 			

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3. Demonstrated experience with Google AdWords, Google Analytics, Facebook Business Manager & Power Editor, Adobe Media Optimizer and WebTrends - or experience with any other campaign management and analytics tools highly desirable.
4. Proven experience managing content marketing activities to drive traffic and engagement, together with strong written and editing skills.
5. Demonstrated knowledge and experience managing e-newsletters/email marketing activity with experience growing audience databases essential. Knowledge of Salesforce Marketing Cloud would be an advantage.
6. Proven ability to analyse data and provide regular reporting on campaign effectiveness.
7. Proven ability to develop strategic client relationships at higher levels that are recognised as mutually beneficial.
8. An understanding of and commitment to the ABC's [aims, values and workplace policies](#).