

POSITION DESCRIPTION

DIGITAL MARKETING MANAGER



STAFF MEMBER:

POSITION TITLE: DIGITAL MARKETING MANAGER

REPORTS TO: MARKETING & COMMUNICATIONS MANAGER

DIRECT REPORTS: Nil

POSITION OBJECTIVE

The Digital Marketing Manager is a key member of the Women's & Children's Hospital Foundation (WCH Foundation) Marketing and Communications team. This position leads the development and delivery of the WCH Foundation digital strategy and is responsible for planning and implementing digital marketing campaigns, enhancing brand visibility, engaging audiences and driving digital business growth across all aspects of the WCH Foundation's operations.

PRINCIPAL RESPONSIBILITIES

1. **Development, delivery and monitoring of the WCH Foundation digital strategy to support the organisation's strategic goals.**
2. **Collaborate with program leads to develop and implement digital content and campaigns.**
3. **Continual monitoring and reviewing of all digital analysis tools.**

DETAILED RESPONSIBILITIES

1. **Delivery of the WCH Foundation digital strategy to support the organisation's strategic goals.**
 - Develop, execute, and monitor a digital roadmap aligned with the WCH Foundation's strategic goals.
 - Pursue continuous improvement in the integration of new assets into our digital environment.
 - Map and manage all digital touchpoints in the customer journey to ensure maximum customer engagement, retention and brand advocacy by maximising SEO, SEM, content marketing, social media, email campaigns, paid digital campaigns and partnerships.
 - Manage and optimise the content of the WCH Foundation's websites, ensuring a seamless user experience and high search engine ranking.
 - Develop, monitor and evolve the Social Media Strategy as required in a timely and measurable manner.
 - Ensure all digital assets and channels are consistent with brand guidelines.

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2. Collaborate with program leads to develop and implement digital content

- Create, coordinate and maintain content across digital channels proactively and in response to briefs.
- Collaborate with cross-functional teams across the WCH Foundation to ensure cohesive execution of initiatives that align with brand and marketing strategies and support the wider team with marketing initiatives including events, brand management and other ad hoc activities as directed.
- Create and manage engaging, topical and optimised content for various digital platforms including social media, email, search engine marketing and websites.
- Manage and continually optimise the digital tools required to support the digital marketing roadmap and achieve performance objectives.
- Build email marketing campaigns for appeals, lotteries and other communications.

3. Continual monitoring and reviewing of all digital analysis tools

- Coordinate, report and measure data relating to digital marketing activities.
- Utilise data-driven insights to drive a comprehensive and evolving digital strategy as well as to measure campaign effectiveness, areas of improvement and/or refinement.
- Monitor and analyse the performance of digital marketing campaigns, WCH Foundation websites and owned channels using various analytics tools, identify new marketing trends and measure and report on the performance of all digital marketing campaigns and assess against goals (ROI and KPIs).
- Growth and maintenance of the WCH Foundation's digital infrastructure, including automated donor and supporter communication pipelines.

PERSON SPECIFICATION

Essential

- Relevant tertiary qualifications in communications, digital media or marketing, and/or relevant experience in a similar field.
- A strong understanding of UX / CX, SEO, SEM, personalisation, and analytics.
- Experience working across social media platforms including Facebook, Instagram and LinkedIn.
- Experience with email marketing platforms such as MailChimp.
- Experience with Adobe Suite products such as Photoshop and InDesign.
- Experience editing and publishing content on a web content management system such as WordPress or Squarespace.
- Highly developed interpersonal skills appropriate to establishing and maintaining effective working relationships with supporters, donors, external agencies and the wider community.
- Strong written communication skills with exposure to key mass communications, social media content and campaign content development.

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- Ability to build rapport with stakeholders through telephone, email and in person.
- Ability to multi-task/time manage to deliver successful outcomes on a variety of concurrent projects.

Desirable

- Demonstrated experience working in a similar role.
- Experience working with peer-to-peer platforms, such as Everyday Hero.
- Experience working or volunteering in the health, not-for-profit, arts or events sectors.

OTHER DUTIES

- Other duties as may be required from time to time to meet the objectives of the position and the organisation.
- Contribute to the preservation and protection of the WCH Foundation's corporate knowledge through accurate and effective record keeping and use of the relationship management database.
- Contribute to a safe and healthy work environment, free from discrimination and harassment by adhering to the provisions of the relevant legislative requirements including Equal Employment Opportunity and Work Health and Safety, the Code of Conduct and organisational policies.

SPECIAL CONDITIONS

- Some out of hour's work may be required.
- May be required to travel intra/interstate.
- Must be prepared to attend relevant meetings and educational activities as required.
- Must be prepared to participate in the performance development process.

PERFORMANCE & SALARY REVIEW PROCESS

Remuneration levels are based on experience and performance achieved within the salary range identified for each position. Performance will be assessed on the relative achievement of the Key Result Areas as agreed above. Informal market reviews will be conducted from time to time to ensure the remuneration is competitive.

Performance reviews will be conducted annually.

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KEY PERFORMANCE INDICATORS (KPIs)

KPIs for this position are determined in consultation with the Head of Fundraising & Marketing as part of the annual appraisal process.

The WCH Foundation supports employee participation in related education opportunities.

Digital Marketing Manager

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Chief Executive Officer

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