**Position Description**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Position Title:** | | **Digital Marketing Specialist** | | |
| **Direct Report:** | | GM, Marketing and Community | | |
| **Business Unit:** | | Marketing and Community | | |
| **Location:** | South Melbourne | | **Date Effective:** | TBC |
| **Status:** | Full Time | | **FTE** | 1.0 |

Kidney Health Australia is a for purpose organisation, dedicated to promoting healthy kidneys for all Australians. As the peak body for kidney health in Australia, Kidney Health Australia promotes and supports prevention and awareness and detection activities, and advocates for better treatment and research options into life threatening kidney conditions, and is a lifeline for people with kidney disease at every stage of their journey.

**POSITION OBJECTIVE**

The Digital Marketing Specialist manages the digital marketing requirements of Kidney Health Australia to drive more acquisition and retention activity in the key revenue streams of fundraising, bequests and major events such as the Red Socks Appeal and Kids and Youth Giving Day, as well as in our programs and services such as our Big Red Kidney Bus, Transplant House, Kidney Buddy and Kids and Youth programs.

You will be responsible for working with the GM, Marketing and Community to develop digital marketing strategies to enhance the acquisition and retention capabilities of key business areas. Key responsibilities include managing the social media community, digital channel management, and the development and deployment of eDMs.

**DUTIES & RESPONSIBILITIES**

|  |
| --- |
| **Strategic marketing and communications**   * Work with the Marketing and Communications team to develop, implement and evaluate a marketing and communications strategy to build Kidney Health Australia’s reputation as the peak body for kidney health and kidney disease management.   **Digital Marketing**   * Work with the GM, Marketing and Community to develop, implement and evaluate the digital marketing strategies to support all fundraising events, appeals and campaigns to increase online revenue and acquire new supporters. * Manage delivery, maintenance, optimisation and reporting of digital channels including social media, website, eDMs, Apps and digital advertising content * Support business teams to deliver effective, integrated digital content. * Plan, develop, execute and evaluate Kidney Health Australia’s digital advertising campaigns (e.g. SEM/ SEO/ eDM/ Analytics). * Manage digital media and assets including development, modification, storage and distribution operations strategy, third party management, governance and processes.   **Website data management**   * Monitor and manage consumer traffic to and on the website   + Administration and management of incoming data via digital channels   + Devise and manage SEO activities and tasks to optimise traffic   + Google Tag Management and Google Analytics administration   **Social Media**   * Write, design, edit and publish or share engaging digital content on SM channels * Manage the monitoring and administration of all social media communities including drafting and posting content * Prepare and maintain key approved social media responses based on best practice principles, previous experiences with community and organisational objectives * Regularly feedback insights gained from community monitoring to evolve digital marketing strategies and optimise customer service experience through tailoring social media channel functionality * Create and maintain an up-to-date social media contact list * Design social media supporter kits to support key campaigns/events as required   **Online Advertising**   * Manage online advertising through Ads Manager and Google AdWords   **Team and Business support**   * Manage budgets and contribute to forecasting on project budgets as needed, within areas of responsibility. * Monitor and anticipate digital industry trends for integration into digital activities * Champion brand and ensure adherence to brand guidelines in all digital content initiatives * Reporting as required on digital marketing activities including website, eDM and social media activities * Provide communications back-up in the absence of the Brand and Communications Specialist |

**QUALIFICATIONS & EXPERIENCE**

|  |
| --- |
| **Mandatory Pre-Requisites** |
| * Minimum 5+ years practical experience in digital marketing * A proven track record working within the digital marketing environment with tangible experience working with analytics, SEO and with multiple and relevant platforms including CMS, CRM and marketing automation platforms, Facebook Ads Manager, Google Analytics, AdWords and social media scheduling platforms * A high level of comfort learning and trialling new platforms * Excellent written communication and ability to prepare engaging copy for various digital platforms * Cooperative, proactive and collaborative approach to work * Proven time management and organisational skills, with the ability to work under pressure to meet tight deadlines * Demonstrated ability to collaborate with wide range of internal and external stakeholders * High attention to detail and commitment to accuracy * Proficient in social media management dashboards, analytics, and evaluation tools |
| **Highly Desirable Pre-Requisites** |
| * Tertiary qualifications in Marketing or related field * Previous experience working in the fundraising or healthcare sector |
| **Competencies** |
| * Excellent communication skills * Strong organisational capabilities * Project management skills * Ability to manage conflicting deadlines * Establishing focus * Managing change * Creative problem-solving abilities |