

Job Description

Details

Job title	Digital Marketing Officer	Team	Marketing and Communications
Reports to	Marketing and Communications Manager	Job status	Permanent
Direct reports	Nil	Hours	Full Time
Effective	June 2022		

Our Vision and Mission

Our Vision	For every sick child to have the best possible health care, with access to world-class research and clinical treatment in a healing environment.	
Our Mission	We help save children's lives and work wonders for sick kids and their families	
Our Values	Accountability	We aim to deliver high impact results, are accountable for our actions and resources and communicate this openly and honestly
	Recognition & Respect	We are respectful in all our interactions and committed to recognising others and valuing their contributions
	Care	We care for everyone we impact – the children always come first
	Working Together	We selflessly support and trust each other and our teams, share our ideas and goals, work hard, have fun and celebrate our achievements
	Excellence & Innovation	We strive for excellence, encourage innovation and develop our skills to achieve our best

Key Relationships

Primary internal relationships Marketing and Fundraising teams

Primary external relationships Digital agencies

The Person

Qualifications

- Appropriate tertiary qualifications in a relevant discipline such as Marketing, Communications, Advertising or Fundraising or an equivalent combination of relevant experience (minimum 4 years) and education/ training
- At least 2 years' experience working in a digital marketing role or similar.

Skills and Experience

Digital

- Extensive WordPress experience, including updates, tracking and tagging.
- Strong Google Analytics knowledge.
- Experienced in outcomes-based analytics and data reporting.
- Experience of improving SEO and SEM, including an understanding of Google Adwords.
- An understanding of Google Adgrants and Google Tag Manager is an advantage.
- Knowledge of Funraisin peer-to-peer fundraising platform is not required but is advantageous.
- Knowledge of CRM integration (Microsoft Dynamics 365 advantageous)
- Basic HTML and/or CSS knowledge is an advantage
- Experience using email marketing platforms and automation workflows (Informz and Autopilot advantageous).
- Demonstrates an understanding of how to follow brand guidelines in a digital environment.
- This role does not include social media management, however skills in this area are advantageous to provide support to the Social Media and Content Officer when required.

General

- Advanced computer literacy skills e.g., MS Office Suite skills necessary.
- Self-motivated and flexible with ability to adapt.
- Sensitive to the core values and mission of the Foundation.
- Commercial awareness with ability to understand varied audiences.
- Experience working with project management platforms and ability to manage deadlines and keep stakeholders updated on progress.
- Excellent project and time management skills with the ability to handle multiple projects within tight timeframes and perform under pressure.

Job Purpose

Primary purpose of role

The Digital Marketing Officer is responsible for website content updates, functionality improvements, tracking and analytics. You will deliver reports with actionable insights to team members and support implementation.

You will be responsible for managing Google Adwords and Adgrants to improve our SEO and SEM in line with the Foundation's brand and fundraising strategy.

Key Responsibilities

Digital

- Work with external digital agencies to develop functionality across CHF websites and other digital platforms.
- Assist with content updates to the CHF website and other digital platforms.
- Ensure the website is securely hosted, monitored for cyber threats and escalate these as appropriate.
- Manage the purchasing and renewal of CHF domain names.
- Provide Google Analytics reporting to provide insights on Foundation website traffic, users and engagement.
- Ensure Google Tag Manager and Facebook pixels are appropriately set up across digital platforms to assist with tracking and data capture.
- Assist with SEO strategy and manage Google Adwords and Adgrants accounts to ensure Foundation website, other digital platforms, and associated campaigns rank well on Google.
- Assist Marketing and Communications Manager with customer journey mapping and associated EDM sends.
- Provide support for email marketing campaigns.

General

- Provide support to the broader marketing and communications team in servicing the internal clients within the Foundation.
- Collaborate and build relationships across the organisation to gain an understanding of campaign/project requirements.
- Identify opportunities to add value or increase ROI and work with teams to implement.
- Ensure all work is recorded and managed through the relevant internal systems, including but not limited to the document management system and the Marketing and Brand Hub.

Work Health & Safety

- Comply with and champion all Children's Hospital Foundation workplace health and safety policy and procedures.
- Take reasonable care at work to ensure your own and others' safety.
- Report all known or observable hazards.

Competencies

Problem Solving

Uses rigorous logic and methods to solve difficult problems with effective solutions; probes all fruitful sources for answers; can see hidden problems; is excellent at honest analysis; looks beyond the obvious

Informing

Provides the information people need to know to do their jobs and to feel good about being a member of the team, unit and/or the organisation; Provides individuals information so that they can make accurate decisions; is timely with information

Peer Relationships

Can quickly find common ground and solve problems for the good of all; can represent his/her own interests and yet be fair to other groups; Can solve problems with peers with minimum noise; is seen as a team player; easily gains trust and support of peers; encourages collaboration; can be candid with peers

Functional Technical Skills

Has the functional and technical knowledge and skills to do the job at a high level of accomplishment

Organising

Can marshal resources to get things done; can orchestrate multiple activities at once to accomplish a goal; uses resources effectively and efficiently; arranges information and files in a useful manner

Action Orientated

Enjoys working hard; is action oriented and full of energy for the things he/she sees as challenging; not fearful of acting with a minimum of planning; seizes more opportunities than others

Other Considerations

The Children's Hospital Foundation is committed to child safety. The Working with Children (Risk Management and Screening) Act 2000 requires that people who work with children in certain categories of employment undergo the 'working with children' check. All Foundation employees must be eligible for a Blue Suitability Card, issued by the Department of Justice and Attorney-General. The issue and maintenance of a positive suitability notice is a requirement for continued employment at the Foundation.