

DIGITAL PERFORMANCE SPECIALIST

- *Use your knowledge and skills in digital performance and marketing to make a difference to the lives of people affected by breast cancer.*
- *National role. Office, hybrid or remote arrangement (negotiable).*
- *Fast paced, high impact role.*

Breast Cancer Trials is a group of world-leading breast cancer doctors and researchers committed to exploring and finding better treatments for people affected by breast cancer. For over 45 years we have conducted clinical trials research, which has saved the lives of thousands of people affected by breast cancer. However, our job is not done.

This is an exciting time to join our team, as we embark on an ambitious growth strategy across the organisation which will enable us to do more breast cancer research in the greatest areas of need.

We have an exciting opportunity for a Digital Performance Specialist to join our award-winning communications team. This is a newly developed full-time position and whilst our office is based in Newcastle, we will consider remote working arrangements for the right candidate.



ABOUT YOU

Our ideal candidate will have;

- Bachelor's degree in Marketing, Advertising, Communications or similar field, or extensive work experience.
- 5-years of experience in digital marketing or related field.
- Previous experience using Google Analytics, WordPress, Meta Ads Manager.
- Experience analysing and reporting on digital performance.

ABOUT THE ROLE

The Digital Performance Specialist will drive our digital growth, ensure best practice in digital engagement across multiple channels, and monitor and report on performance analytics. Reporting to the Communications Manager, key accountabilities will include;

- Drive our digital fundraising growth strategy and deliver on key objectives, that builds brand awareness, grows traffic and increases conversions.
- Manage search engine marketing to improve our discoverability and search rankings.
- Manage always-on paid social media activity and retargeting, ensuring calls to action drive engagement.
- Optimise the BCT website to increase our domain authority and site health, and improve the experience of users.
- Collaborate with the communications team on developing and implementing a 12-month digital content plan, search engine optimization tactics and keyword tracking.
- Monitor, analyse and report on our performance across multiple digital channels and provide strategic advice to the wider team on potential improvements.
- Collaborate with other departments on digital activities, as well as work with our digital agency partner to implement digital recommendations.

WHY WORK FOR US?

As an employee at Breast Cancer Trials, you will be part of a diverse and supportive workforce who are committed to saving and improving the lives of people affected by breast cancer. we also offer;

- Salary Packaging - In addition to your salary you can package up to \$15,900 annually.
- pre-tax and benefit from a \$2,650 meals and entertainment card.
- Work/Life Balance - Flexible work arrangements.
- Professional development – Training, development, and career progression opportunities.
- Recognition and Reward - Length of service recognition and rewards + additional long service leave after 10 years + gifted leave between Christmas and New Year.
- Wellness – Income protection insurance + employee assistance program + additional carers leave.

At BCT, we value diversity. We are committed to fostering an inclusive workplace for all people. We welcome applications from Aboriginal and Torres Strait Islanders, people of all ages, identities, and abilities. We support vaccination as the best way to keep our communities and employees safe from COVID-19. Employees must maintain vaccination against COVID-19 in accordance with BCT's vaccination policy.

To apply for this rewarding position please visit
breastcancertrials.org.au/our-people/join-our-team/