

# Digital Marketing Manager

Oxfam is committed to preventing any type of unwanted behaviour at work including sexual harassment, exploitation and abuse, lack of integrity and financial misconduct; and committed to promoting the welfare of children, young people and adults. Oxfam expects all staff and volunteers to share this commitment through our code of conduct. We place a high priority on ensuring that only those who share and demonstrate our values are recruited to work for us.

<b>Position Number</b>	562
<b>Title</b>	Digital Marketing Manager
<b>Classification</b>	Category 2
<b>Section/Unit</b>	Fundraising & Resource Growth / Supporter Activation
<b>Reports to</b>	Executive Lead, Supporter Activation
<b>Location</b>	Melbourne, you may also be required to work at other locations as necessary
<b>Employment Basis</b>	Permanent
<b>Hours of Work</b>	35 hours per week
<b>Suitable for Job Share</b>	No
<b>On Call Duties</b>	Yes
<b>Date Last Reviewed</b>	June 2024

## Scope of Position

The Fundraising and Resource Growth Section at Oxfam Australia exists to inspire and invite individuals, communities and institutions to contribute their financial support, ideas and resources to advance our shared purpose of achieving a just and sustainable world without poverty.

The Digital Marketing Manager is a key role within the Supporter Activation unit and is pivotal in establishing and championing a 'Digital First' culture within the organisation. This role will lead the organisation's digital engagement strategic direction and with a team of experts, both internally and externally, will develop, manage and execute Oxfam Australia's digital marketing strategies across all products and activities. The Digital Marketing Manager will explore and implement new and improved ways to engage with our supporters digitally: improve online user-experience, improve online interactions and digital action taking and grow online income.

This role manages Oxfam Australia's Marketing Automation Tool, the digital marketing strategy, all Oxfam Australia websites, and sets out the roadmap for future changes and enhancements to the organisation's digital presence. The position leads the Digital unit with direct reporting being three Digital Producers.

## **Key Responsibilities**

- Develop, lead and deliver digital marketing strategies for new and existing Oxfam products and activities across Fundraising, Partnerships & Community, and Public Engagement.
- Lead the Digital Marketing team to ensure digital communications and Oxfam Australia websites achieve the right balance in driving income, action taking and engagement and supporter experience
- Lead Supporter Experience team planning to develop and improve Oxfam's digital engagement activities including developing supporter-centric, personalised marketing and communications that deepen engagement and improve experience.
- Lead the development and delivery of strategies for all key digital marketing and communication elements including paid social media, digital content, marketing and search as well as introducing new digital channels and opportunities.
- Manage and champion the organisation's use of digital analytics, including Google Analytics, and work with the Supporter Insights and Analytics team to integrate data with the data warehouse to enhance reporting and positive ROI during digital marketing campaigns.
- Act as the Product Owner for Oxfam Australia's websites, including managing and leading Search Engine Optimisation, and ensure they are maximised to improve supporter experience, engagement and to grow income.
- Is the Product Owner for Oxfam Australia's marketing automation tool, overseeing all activity, enhancements and operating model.
- Work with the Technology teams to ensure work on our website and technology infrastructure has a positive impact on supporter engagement rates through online channels – including (but not limited to) consulting on CRM, database and website architecture matters.
- Monitor general industry and competitor trends and interpret how they can be used to improve user experience, engagement and digital marketing efforts.

## **People Management**

- Lead and manage a team of digital specialists focused on user experience, quality service delivery for business stakeholders and continuous learning
- Line manage direct reports including recruitment and selection, performance management and staff development
- Ensure all staff under management demonstrate good human resource practice and comply with agency policies and procedures
- Implement and monitor equity, diversity, child safe and staff health and wellbeing policies and procedures within areas of delegation
- Managers are responsible for complying with safe work practices, procedures and instructions in accordance with legislation and Oxfam Australia WHS policies and procedures for self and for staff under management

## **Budget**

- Develop, monitor and report on the Digital Marketing business plan and budget
- Assist with the monitoring and reporting of the organisations' operational budget in relation to paid online advertising.

## **Policy**

- Develop, maintain and ensure organisational compliance of internal and external policies, standards, tools and guidelines related to digital engagement and marketing, including training of staff and volunteers as required.

- In consultation with key stakeholders, review and update internal policies related to digital engagement every two years.

### **Living our Values**

Your strong commitment to Oxfam Australia's values will be essential in achieving desired results in all aspects of our work.

### **Technical Knowledge & Experience**

#### *Essential*

- Experience managing a team, analysing and reporting on team performance to maximise efficiencies and optimise performance.
- Demonstrated experience in developing successful digital engagement and marketing strategies
- High level and demonstrated success in multi-channel digital marketing campaigns with a strong understanding of supporter segmentation and supporter loyalty
- Expert in Cost Per Click (CPC), Paid social (incl. Meta platforms), Search Engine Optimisation (SEO), Google Analytics, and conversion optimisation
- Strong experience in using and managing marketing automation tools – preferably Marketo.
- Demonstrated success in designing, developing and delivering marketing automation campaigns.
- Proven ability to write and produce engaging content for the web, with a strong editorial sense and ability to produce content to a particular brief
- Experience using content management systems such as WordPress, with a working understanding of HTML & CSS.

#### *Desirable*

- Experience working within a creative digital production environment. Knowledge of multimedia design principles, understanding of accessibility and usability issues desirable.
- Knowledge of overseas aid and community development principles

### **Skills & Personal Attributes**

*Essential Skills - skills of a high order are required in the following areas:*

- Digital engagement, marketing and innovation experience
- High level of interpersonal and written communication skills
- Experience producing and delivering email marketing communications
- Demonstrated experience in working with digital communications teams including web developers, designers, and multimedia content producers.
- Extensive experience producing online content on the WordPress platform and for social media

#### *Personal Attributes*

- Innovative, entrepreneurial, and visionary.
- High degree of emotional intelligence and humility
- Ability to work independently as well as part of a team
- Proven ability to work under pressure and meet tight deadlines
- Ability to liaise with a diverse range of people and personalities and establish and maintain relationships both internally and with external stakeholders
- Commitment to Oxfam's purpose, culture and ways of working
- Growth mindset and desire to cross skill
- Flexibility in work undertaken in order to assist colleagues and the organisation

- Sensitivity to cultural differences and gender issues, as well as the commitment to equal opportunities.
- Openness and willingness to learn about the application of gender/gender mainstreaming, women's rights, and diversity for all aspects of development work.
- Commitment to Oxfam's safeguarding policies to ensure all people who come into contact with Oxfam are as safe as possible.

### **Travel**

Occasional international and/or interstate travel is a requirement of the position. It is a condition of employment that staff abide by all agency security and safety protocols, policies and procedures and the Oxfam International Security Protocol.

### **Child Safeguarding**

As an agency undertaking work both nationally and internationally and in humanitarian response, OAU takes its duty of care seriously to safeguard children and youth and recognises that it must meet community expectations and the trust placed in its staff and associated personnel to maintain the highest standards of conduct with children and youth. Therefore, all positions within OAU are required to understand and comply with the Child Safeguarding Policy, Code of Conduct, toolkit and Social Media User Policy.

- This role requires access to information relating to children.
- This role involves making decisions which may affect children, including volunteers and other supporters under the age of 18.