ROLE PURPOSE: Digital Marketing Manager

Our Vision
We see a world in which no person is needlessly or vision impaired.

Our Purpose
We are determined to deliver Fred Hollows’ vision of preventing blindness and restoring sight.

We work around the world so that no one is left behind, and in Australia we work tirelessly to ensure that Aboriginal and Torres Strait Islander people can always exercise their right to sight and good health.

Our priority is to work with communities to improve their own eye health. We do this through life-changing surgeries and treatments, training doctors and health workers, generating new ideas, and pushing for change at all levels – from local to global.

At The Fred Hollows Foundation we offer a career where your talent and energy will help many see tomorrow.

How we value your contribution:

Remuneration package
We aim to provide an overall remuneration package that is attractive and fair. Our global remuneration framework ensures we align to local pay, employment conditions and laws, and we benchmark against the local market to ensure we offer competitive employment conditions that are appropriate to our sector.

Salary packaging
We qualify as a health promotion charity so the Australian Taxation Office (ATO) allows us to reimburse you for personal expenses without having to pay any income or fringe benefits tax that would normally be payable. These tax concessions are in addition to the income Tax Free Threshold.

Leave
You will have access to 20 days of paid annual leave each year (pro-rated for part-time employees) and receive 17.5% leave loading when you take annual leave. You will also receive 5 days paid leave between the Christmas and New Year period and other types of leave such as personal (sick or carers’) leave, paid parental leave, long service leave and compassionate leave. In addition, we provide culturally significant leave for employees with commitments under Indigenous and other cultural customs, traditional laws or religions.

Paid parental leave
We provide 14 weeks paid parental leave for primary carers at full pay and 4 weeks paid parental leave for non-primary carers. In addition, upon receipt of notification from the Family Assistance Office, primary carers may access 18 weeks paid parental leave at the statutory rate.

Performance & development
Our performance and development framework enables you to work closely with your manager to plan, manage, and review your performance throughout the year. This approach also enables you to discuss development opportunities and areas for growth.

Learning & development
Our approach to learning and development will enable you to have the information, skills and knowledge needed to do your job. We build the capacity of our people and support you with on-the-job experience, coaching and formal learning.

Leadership
Leadership is a key priority for us. We have customized leadership programs for leaders at all levels that are focused on supporting our people to be inspired, empowered and to make an impact in their work so that together we can achieve our vision.

Study support
We are proud that so many of our people are tertiary educated and we are committed to supporting tertiary education that is relevant to your work through our global study assistance program. Relevant applications for study support are considered annually, providing financial assistance and study days.

Recognition
Our recognition program has been designed to recognize and acknowledge our people who live our values of Integrity, Collaboration, Empowerment and Action, in everyday activities. We recognize our people in three ways: Peer-to-peer, manager recognition, as well as length of service.

Flexible work arrangement
You will have access to flexible work arrangements. We encourage a spirit of mutual flexibility, enabling discussions between you and your manager about maintaining work-life balance.

Health & safety
We are committed to supporting your health, safety and wellbeing. We have worker Health & Safety Representatives in each of our offices to assist in making your workplace safe.

Employee Assistance Program
You and your family will have access to free external, professional and confidential counselling assistance if you need help with personal, family or employment related matters.

To work in the Foundation you will:

- Be eligible to work in Australia and other regions where you will be based
- Undergo background check including criminal records and qualifications check
- Undergo working with children check for positions which are identified as working with children.

Role purpose defines the broad accountabilities of the positions, which may change based on organisational need.

Please refer to divisional, team and individual work plans for more specific details.
**ROLE PURPOSE**

**Role Title:** Digital Marketing Manager  
**Division:** Public Affairs  
**Location:** Sydney  
**Date:** 11/05/2022

**Employment type:** Full time  
**Reports to:** Head of Digital  
**Number of direct reports:** 1  
**Leadership Band:** Leads Others

**Purpose of the role:**

The **Digital Marketing Manager** is accountable for the strategic planning, design and delivery of digital campaigns and programs of work that drive supporter growth, retention and revenue for The Foundation. This is a leadership role in our Public Affairs team, a critical digital advisor and advocate, and co-lead of our Marketing Data Transformation Project, helping us to reimagine a cross-channel integrated supporter experience for the future.

The **Digital Marketing Manager will own the outcomes of:**

1. **Digital revenue:** plan, develop and implement online fundraising strategies to meet acquisition and retention targets with a key focus on online regular giving, but also including online lead generation, one-off donations (appeals and always-on campaigns)
2. **Marketing automation:** lead the marketing automation program including the delivery of EDM/SMS journeys via Salesforce Marketing Cloud, supported by the Digital Marketing Specialist
3. **Performance of digital advertising and EDM programs:** lead the development and coordination of advertising and EDM activity including plans and calendars, targeting, testing, creative development budgeting and reporting to drive performance across various digital campaigns. Manage agency relationships including digital advertising agencies and hold them accountable for performance.
4. **Digital Project Management:** initiate and effectively manage complex cross-team digital marketing projects, including co-leadership of the Marketing Data Transformation Project
5. **New digital revenue opportunities:** actively pursue new opportunities and innovations for digital tests, campaigns, creative and revenue streams across all digital channels.
6. **Reporting and analytics:** working in collaboration with the Data team, optimise and produce regular reporting materials including quarterly and post-campaign reports, with a focus on producing actionable insights. Utilise these insights in improving digital marketing programs in clear, tangible ways.

Other tasks as requested by your manager.

**Our Capabilities:**

As a member of The Foundation Family you will:

1. Live by the values of The Foundation and support The Foundation’s culture, performance and brand.
2. Adhere to all The Foundation’s policies and procedures.
3. Strengthen the health, safety and well-being of all/look out for the well-being.
4. Lead, collaborate and contribute in all interactions.

**Essential Experience:**

- Experience driving online regular giving performance and online fundraising outcomes in a similar organisation/charity/NGO
- Experience overseeing paid campaigns across video, social, search and display platforms
- Experience managing high-income EDM programs
- Experience using analytics and attribution models to report and drive strategy
- Experience implementing journeys across marketing automation platforms such as Salesforce Marketing Cloud
- Experience managing staff, teams and external agencies including budgeting and admin

**Skills:**

- Salesforce Marketing Cloud
- Google Analytics
- Google Marketing Platform
- Facebook ads manager
- Digital agency management
- People management

**Desirable Experience:**

- Experience with Customer Data Platforms and cross-channel attribution
- Experience in broader digital disciplines; social, EDM, content, web dev, UX, on-site A/B testing and SEO
- Tertiary qualifications in a relevant marketing/digital field

**Qualifications:**

Digital/marketing degree preferred

**The position involves:**

This position is recognised as having “Contact with Children” either direct or indirect. This position does involve “Working with Children” either direct or indirect.
<table>
<thead>
<tr>
<th>Travel:</th>
<th>Additional Responsibility:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic/International</td>
<td>Ensure that the work for which they are responsible is carried out in ways, which safeguard the health and safety of workers.</td>
</tr>
</tbody>
</table>