

<b>Role Title:</b> Head of Digital Marketing	<b>Division:</b> Public Affairs	<b>Location:</b> Sydney	<b>Date:</b> Oct 2025
<b>Employment type:</b> Full time, 12 month, Fixed term, parental leave contact	<b>Reports to:</b> Digital Director	<b>Number of direct reports:</b> 2	<b>Leadership Band:</b> Leads Others

Purpose of the role:

The **Head of Digital Marketing** is accountable for the strategic planning, design and delivery of digital campaigns and programs that drive online acquisition, retention and revenue for The Foundation. As a senior leader within the Public Affairs team, this role is a trusted digital advisor and advocate, collaborating across the organisation to engage supporters and unlock resources globally, with a particular focus on Individual Giving.

The Head of Digital Marketing will own the outcomes of:

- Individual Giving (online):** Lead the digital component of The Foundation’s individual giving strategy by planning and implementing digital fundraising initiatives that drive acquisition, retention, and revenue growth. Collaborate with Individual Giving leads to align on targets and shape strategic priorities and tactics to achieve them. Provide digital expertise and guidance across the organisation and champion digital best practice.
- Paid Media Management:** Lead the development and delivery of The Foundation’s digital paid media strategy to achieve fundraising and brand awareness objectives. Manage a \$2M+ annual paid media budget and ensure effective allocation to maximise ROI. Oversee the relationship with our digital media agency, providing strategic direction, holding them accountable for performance, and leveraging data-driven insights to continually optimise campaign effectiveness across key digital channels.
- Email Marketing and Automation:** Provide strategic oversight of The Foundation’s email and marketing automation program, ensuring it aligns with organisational priorities and supports fundraising goals. Support the Digital Marketing Specialist in managing the day-to-day of the email marketing program. Maintain responsibility for content feedback and approvals. Play a key supporting role in the integration of Salesforce Marketing Cloud with The Foundation’s new CRM.
- Customer Data Platform (CDP):** Provide strategic oversight and advocacy for The Foundation’s Customer Data Platform, supporting the development, implementation, and optimisation of digital use cases. Partner with internal stakeholders to identify opportunities to leverage the CDP to enhance supporter engagement, improve performance, and enable more personalised and data-driven marketing. Promote the effective use of the platform across teams and champion its integration into fundraising initiatives.
- Reporting and Analytics:** working in collaboration with the Data team, 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.
- People and Supplier Management:** Manage and develop the Digital Marketing Specialist and Social Media Specialist, providing coaching, feedback, and professional growth opportunities. Oversee relationships with external agencies and suppliers, ensuring delivery of high-quality work and accountability for performance. Foster a collaborative, high-performing culture that supports innovation, knowledge sharing, and alignment with The Foundation’s strategic objectives.

Other tasks as requested by your manager.

Our Capabilities:

As a member of The Foundation you will:

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



Family

Essential Experience:

- Experience driving online fundraising outcomes in a similar organisation/charity/NGO
- Experience overseeing paid performance campaigns across digital channels including Meta, Google, Microsoft and TikTok
- Experience managing high-income EDM programs
- Experience using analytics tools such as GA4 and Power BI to report and drive strategy
- Experience managing staff, teams and external agencies
- Proven experience managing budgets and tracking expenditure

Skills:

- Salesforce Marketing Cloud
- Google Analytics 4
- Meta Ads Manager
- Google Ads
- Microsoft Ads
- Agency management
- People management

Desirable Experience:

- Experience in broader digital disciplines; SEO, content marketing, web development, CRO and UX
- Experience with Customer Data Platforms
- Experience with advanced measurement frameworks such as Mixed Media Modelling (MMM) and Multi-Touch Attribution (MTA) models
- 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

**Travel:**

Domestic/International

This role purpose defines the broad accountabilities of the positions, which may change based on organisational need. Please refer to the divisional, team and individual work plans for more specific details

This position does involve “Working with Children” either direct or indirect.

**Additional Responsibility:**

Ensure that the work for which they are responsible is carried out in ways, which safeguard the health and safety of workers.

**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 that are identified as working with children