



Digital Marketing Lead

Position Description

Department	Australian Programs Team (APT)	Location	(Blackburn/Hybrid working model)
Reports To	Supporter Engagement Manager	Direct Reports	None
Type	Full Time (5 days)	Travel	None

Position Purpose

Tearfund is a movement of Christians working in partnership to end poverty and tackle injustice. We believe in the power of digital to share stories of hope, activate compassion, and connect people with the transformative work of our global partners.

As Digital Marketing Lead, you will lead the strategy and execution of Tearfund's digital content and marketing – equipping and inspiring Christians in Australia to make biblically shaped responses to poverty, grounded in faith and action.

In this pivotal role, you'll bring creative insight and data-driven thinking to grow Tearfund's digital presence, expand our reach, and strengthen engagement across giving, advocacy, and prayer. You'll play a key role in translating Tearfund's campaign messaging into compelling, fit-for-purpose digital content across channels like social media, email and web.

This position provides strategic leadership within the Communications and Marketing team – helping Tearfund fulfil its mission: to partner with local Christian changemakers around the world so that all people can achieve their God-given potential.

Position Accountabilities

Accountability	Outcome	
Tearfund Mission and Values This position supports Tearfund's Australian Program strategy to inspire and equip Christians in Australia to make biblically shaped responses to poverty and injustice.	Digital strategies and activities enhance Tearfund's unique brand position in alignment with its Christian ethos and mission.	Essential
Digital Campaign Management		
1. Support the development and implementation of Tearfund's Digital Strategy, focusing on digital marketing and supporter experience. 2. Lead and develop digital campaign strategies that support Tearfund's fundraising, marketing, advocacy and engagement goals.	1. Digital Strategy aligns with broader Communications and Marketing goals and supports Tearfund's mission in a digital-first world. 2. Digital content and marketing plans enable the achievement of agreed strategic APT goals through creative, engaging and empowering content and campaigns.	15%

Accountability		Outcome
<ol style="list-style-type: none"> Develop and implement annual digital content and marketing plans that are aligned with the overall Marketing and Content plans, ensuring activities complement and strengthen Australian Program activities. Work collaboratively with the Supporter Journey Manager to ensure that the digital user experience seamlessly integrates within the overall Australian Program Team supporter journey framework. 	<ol style="list-style-type: none"> The digital user experience effectively interacts with offline touchpoints to introduce people to Tearfund and provides opportunity for deeper, long-term relationships. 	

Design & Delivery		
<ol style="list-style-type: none"> Champion Tearfund's digital voice and oversee integrated marketing campaigns from conception to completion. Apply data-driven insights to optimise digital performance, inform strategy, and demonstrate impact. Confidently interpret data from tools such as Google Analytics, Meta Ads Manager, Google Ads, and more. Manage and deliver effective email marketing campaigns through Ortto, using segmentation, testing and analysis to improve engagement and supporter conversion Oversee social media presence and engagement. Prepare reports, identify trends and insights and optimise spend and performance in line with strategic and budget requirements. 	<ol style="list-style-type: none"> Digital marketing is innovative, user-focused, and strengthens Tearfund's leadership in the NFP space via creative and engaging content and supporter experiences. Campaigns are audience-focused, measurable, and impactful. Tearfund website, EDM's and social media provide clear pathways in communicating Tearfund's message and achieving our strategic outcomes. Social media reach and engagement grow through active management. Key trends and insights are identified, shared and incorporated into ongoing digital marketing plans and activities. 	35%

Digital Content Creation		
<ol style="list-style-type: none"> Work collaboratively with the Communications and Marketing team to create digital content pieces to support Tearfund campaigns and brand marketing across key channels including social media, web, and email Ensure all web content is optimised for SEO and aligns with Tearfund's overarching digital strategy Work with key internal and external leaders and influencers in the creation and sourcing of key content pieces 	<ol style="list-style-type: none"> The Communications team produces high quality digital content for a range of audiences across platforms in line with Tearfund strategy and values. Web content consistently ranks well in search engines, increases organic traffic, and reinforces Tearfund's digital presence and strategic messaging. Strong relationships with influencers enhance content quality and reach. 	35%

Learning and Systems		
<ol style="list-style-type: none"> 1. Create and maintain relationships with key internal and external stakeholders. 2. Lead a culture and practice of learning and growth through the facilitation of training, personal development and sharing within the team and wider department. 3. Participate in formal and informal learning opportunities to discover new, emerging and established principles to effectively engage supporters 	<ol style="list-style-type: none"> 4. Key stakeholder relationships are built on strong communication, trust and shared values. 5. Tearfund continues its strong growth in capacity and expertise as a 'digital first agency', directly contributing to wider organisational objectives 6. New insights and skills are applied to enhance digital engagement strategies, contributing to innovation and continuous improvement across the team. 	10%
Organisational Citizenship		
<ol style="list-style-type: none"> 1. Role model Tearfund's Christian values and be a positive example for both supporters and Tearfund staff. Participate in the spiritual life of Tearfund. 2. Work collaboratively with team members and participate in cross-departmental working groups and other activities as approved by your supervisor. 3. Promote a culture which is founded upon respect (including cultural safety) and safeguarding of children and adults at risk, by fulfilling specific child safe duties as applicable to your role, promoting cultural safety and respect, managing any abuse or harm risks through screening, training, and supervision requirements. 	<ol style="list-style-type: none"> 1. Tearfund's Christian values are demonstrated and stakeholders experience excellence in engagement. Staff actively participate in spiritual rhythms of Tearfund – including biblical reflection, prayer, the annual Staff Gathering and other gatherings or events. Provide prayer support to Tearfund People as appropriate. 2. All staff model a 'One Tearfund' approach to work. Working group contributions are delivered as agreed to support organisational goals. 3. Participate in learning and development which supports Tearfund culture and safety. Ensure that activities are appropriately conducted in line with respect, cultural safety, and child safeguarding. 	Organisational Citizenship is required to be always demonstrated, with specific activities taking approx. 5% of time.

Position Requirements

Must Have	<ul style="list-style-type: none"> ○ Active Christian faith and strong commitment to Tearfund’s Christian mission, values and ethos ○ Ability to work proactively, independently as well as collaboratively ○ Outstanding communication and interpersonal skills. ○ 5+ years’ experience in digital marketing and campaign management, with a proven track record of delivering strong results. ○ Deep understanding of digital advertising and performance marketing. You know how to create, manage and optimise paid campaigns across platforms like Meta, Google and Microsoft, and how to interpret performance data to improve ROI. ○ You are a digital content creator. You know how to craft content that cuts through online, whether it’s an Instagram reel, infographic, or short-form video script. You have a strong grasp of what works on each platform and how to adapt messages to suit. ○ You’re a digital thinker who knows how to translate and shape key messages and existing case studies into engaging content across social, email and web. ○ Creative thinker and fresh energy. You bring originality and bold thinking to your work, always looking for new ways to cut through the noise. You’re not afraid to try something different, test ideas, and push boundaries to create content and campaigns that inspire action. ○ You are data driven. You get energised by seeing results, demonstrated by measuring, monitoring and reporting on Google analytics, social media and email analytics. ○ You stay up to date with digital trends and emerging technologies, including AI and how its impact on areas like SEO. You’re curious about new tools and how they can enhance content creation and campaign performance. ○ Outstanding self-management skills with a track record of demonstrating a capacity for learning, flexibility and resilience.
Highly Regarded	<ul style="list-style-type: none"> ○ Bachelor’s or master’s degree in marketing, communication or related field. ○ Working knowledge of digital platforms and tools: GA4, Canva, email and marketing automation like Ortto, social media management like Hootsuite, and emerging AI tools. ○ Comfortable and fluent in the digital landscape like Instagram and tuned in to digital culture and trends ○ Experience creating interactive digital content or motion graphics animation is highly regarded ○ Experience in the ‘for purpose’ or not for profit sector
Role Duties and Hours of Work:	<ul style="list-style-type: none"> ○ While staff are not required to respond to unreasonable out of hours contact, Tearfund works in the International Aid Sector and the nature of this work includes attention to matters in diverse time zones, and engagement with stakeholders such as volunteers, supporters and partners at times which may be outside of standard Australian business hours. There may be times when this role will need to respond to or carry out role duties outside of standard business hours, such as; <ul style="list-style-type: none"> ○ Carrying out core role responsibilities such as social media monitoring during peak times of engagement ○ “on call” responsibilities from time to time which will require the staff member to be contactable outside of standard working hours to manage role responsibilities such as in the launching of an emergency appeal or capturing content at events ○ requiring the staff member to be contactable in emergency situations which pose a threat to the safety of Tearfund staff, data or systems.

Working Environment Role Expectations

Safety and Conduct

1. Tearfund's Code of Conduct and policies set expectations for all our staff.
2. Everyone at Tearfund is responsible for workplace safety both in terms of their own behaviour and taking action to resolve safety issues they become aware of.
3. Workplace safety may include the need for vaccination from time to time. There are many roles within Tearfund where it is lawful and reasonable to require vaccination (subject to medical advice) due to the nature of the work. The need for vaccination is assessed based on role responsibilities and work health safety considerations. This role has been assessed as requiring vaccinations.
4. Tearfund is committed to the well-being and protection of children, the prevention and **zero tolerance** of any form of sexual exploitation, abuse, racism, bullying or harassment. Tearfund uses **child-safe** recruitment and screening practices and requires staff to complete ongoing due diligence checks such as a Working with Children Check and/or National Police Check and to advise Tearfund of any changes to their circumstances in Safeguarding related offences during the term of their engagement.

Diversity, Inclusion & Gender Justice

5. Tearfund promotes and encourages a diverse and inclusive workforce and an environment of mutual learning, respect, dignity, and an appreciation of difference and other perspectives. Each staff member is expected to demonstrate a commitment to inclusion, gender justice and equality.

Commitment

6. We expect that staff and volunteers will act on any concerns or incidents in accordance with Tearfund policies and guidelines. Specifically, the Content Creator will always carry out their responsibilities with due regard to Tearfund Australia's Code of Conduct and Safeguarding Policies and Guidelines.

Key Position Relationships

Internal	External
<ul style="list-style-type: none">○ Supporter Engagement Manager○ Head of Communications & Marketing○ Communications & Marketing Team○ Australian Program Team○ Digital Services Team	<ul style="list-style-type: none">○ Tearfund supporters, partners and donors○ External content contributors○ Digital or Communications agencies/consultants

Tearfund Mission

Tearfund Australia is a Christian development, relief and advocacy organisation responding to global poverty and injustice. Our vision is for a just and compassionate world in which all people have the opportunity to achieve their God-given potential. We will:

- *Inform, challenge and empower Australian Christians to make biblically shaped responses to poverty and injustice.*
- *Support community-based Christian groups, churches and mission organisations around the world as they work holistically with poor communities in development, relief and advocacy.*
- *Adhere to biblical teaching, and evaluate our work and attitudes in its light.*
- *Maintain a low-cost administration regime in order to maximise the funds allocated to project partners.*

Tearfund Values

As a faith-based Christian organisation, Tearfund Australia seeks to adhere to biblical teaching and evaluate work and attitudes in its light. Consequently, Tearfund Australia aspires to the following values:

- | | |
|----------------------------------|-----------------------------------|
| A commitment to the poor | A commitment to participation |
| A commitment to the whole person | A commitment to excellence |
| A commitment to justice | A commitment to learn from others |
| A commitment to prayer | A commitment to collaboration |
| A commitment to relationships | A commitment to accountability |