

Position Description

Digital Marketing Manager

Department	Australian Programs Team	Location	Melbourne
Reports To	Head of Communications & Education	Direct Reports (2)	Digital Content Creator Web Admin
Type (PT or FT)	4 or 5 days	Last Updated	July 2021

Position Purpose

To lead Tearfund's digital content and marketing work towards the implementation of Tearfund's mission as we empower Christians in Australia to make biblically shaped responses to poverty and injustice. Tearfund is passionate about the ability of digital to enhance and expand our brand presence through the creation of beautiful, inspiring data driven, digital content and marketing.

The Digital Marketing Manager utilises their knowledge to help Tearfund achieve a better world for people in the hardest places across the globe, and play a pivotal role in activating the Australian church to partner with Tearfund in giving, advocating and praying for justice. The position provides strategic leadership to the work of our Communications Team.

Position Accountabilities

Accountability	Outcome	
Tearfund Mission and Values This position supports Tearfund's Australian Program strategy to inspire and empower Australian Christians to respond to poverty and injustice. This role particularly furthers Tearfund's values of relationships, learning from others and participation.	Strategies are implemented by the Digital Marketing Manager that enable Tearfund to enhance our unique brand position in line with Tearfund's Christian values and ethos.	Essential
Strategic Leadership 1. Contribute to Tearfund's Digital strategy by inputting in the areas of digital marketing and customer experience management. 2. Develop and implement annual digital content and marketing plans in line with agreed departmental work plans. 3. Oversee the digital User/supporter experience in working to create a seamless digital journey. 4. Lead the Digital team in line with the agreed department strategy including identifying and integrating latest trends and technologies.	1. The communications digital strategy further enables Tearfund to deliver its mission in a rapidly digitising world. 2. Digital content and marketing plans enable the achievement of agreed strategic APT goals through creative, engaging and empowering content and campaigns. 3. The digital user experience effectively interacts with offline touchpoints to introduce people to Tearfund and provides opportunity for deeper, long-term relationships. 4. The Digital team are led, coached and supported in their pursuit of the agreed organisation and department wide strategies.	35%
Design & Management 1. You are the 'voice of digital' at Tearfund, designing and overseeing all aspects of Tearfund's digital marketing and the implementation of integrated marketing communication campaigns from conception to completion. 2. Data driven approach is used in the creation and reporting of campaigns including	1. Tearfund's digital marketing displays innovation and extends our position as digital leaders in the NFP space via creative and engaging content and user centred experiences. 2. Campaigns are designed and delivered to prioritised audiences delivering on overall campaign objectives, assessing against goals (ROI and KPIs).	35%

Accountability	Outcome
<p>management of EDM's via Campaign Monitor, Google analytics, Google Ads (display and search), Google Ad Grants program and paid Facebook advertising.</p> <p>3. Oversees the design, build and maintenance of Tearfund's social media presence and monitoring of accounts.</p> <p>4. Identify trends and insights and optimize spend and performance in line with strategic and budget requirements.</p>	<p>3. Tearfund website, EDM's and social media provide clear pathways in communicating Tearfund's message and achieving our strategic outcomes.</p> <p>4. Tearfund's social media accounts constantly monitored and responded to with the management shared across the team.</p> <p>5. Key trends and insights are identified, shared and incorporated into ongoing digital marketing plans and activities.</p>
Content Creation	
<p>1. Create digital content pieces as required for Tearfund campaigns and brand marketing needs across a range of mediums.</p> <p>2. Work with key internal and external leaders and influences in the creation and sourcing of key content pieces</p>	<p>1. The Communications team produces high quality digital content is created for range of audiences across platforms in line with Tearfund strategy and values.</p> <p>2. Build and maintain high trust relationships with a range of leaders and influencers to contribute to Tearfund's communication content needs.</p>
	15%
Learning and Systems	
<p>1. Create and maintain relationships with key internal and external stakeholders.</p> <p>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.</p>	<p>1. Key stakeholder relationship are built on strong communication, trust and shared values.</p> <p>2. Participate in formal and informal learning opportunities to discover new, emerging and established principles to effectively engage supporters</p> <p>3. Tearfund continues its strong growth in capacity and expertise as a 'digital first agency', directly contributing to wider organisational objectives</p>
	15%
Organisational Citizenship	
<p>1. Work collaboratively with team members, role model Tearfund's Christian values and be a positive example for both supporters and Tearfund staff.</p> <p>2. Participate in the spiritual life of Tearfund.</p>	<p>1. Tearfund's Christian values are lived out. Stakeholders experience excellence in engagement. Models a 'One Tearfund' approach to work.</p> <p>2. Lead devotions as part of a roster. Participation in annual Staff Gathering. Provide prayer support to Tearfund's People as appropriate.</p>
	Essential
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 encourage others in their faith and justice journeys, and to influence supporters to provide support to Tearfund as a meaningful and impactful way to respond to global poverty and injustice. ○ You live and breathe marketing. With over 5 years of experience specialising in digital and content marketing (including social media community management, email marketing and digital advertising) you are a digital marketing genius. ○ A proven track record of effective project management of integrated marketing communication campaigns from conception to completion. ○ A proven track record of designing and implementing integrated digital marketing strategies that are aligned to a clear user journey, and achieve strong ROI.

	<ul style="list-style-type: none"> ○ Outstanding communication and interpersonal skills. You love creating new ideas to solve challenging problems and excel and sharing and engaging others in collaborative projects. ○ You are a content creator. You know how to captivate an audience and bring them on a journey) with demonstrated experience as a copy writer – shaping words into powerful marketing and content pieces. ○ You are data driven. You get energized by seeing results, demonstrated by measuring, monitoring and reporting on Google analytics, social media and email analytics. ○ You have a track record of leading others and managing direct reports to deliver results. ○ 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 web-based digital technologies, and marketing tools. ○ You have experience in the 'for purpose' or not for profit sector

Working Environment

Tearfund's Code of Conduct and policies set expectations for all of our staff. 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.

Tearfund is committed to safeguarding children, the prevention of sexual exploitation, abuse and any kind of bullying or harassment. Tearfund uses child-safe recruitment and screening practices and requires staff to complete 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 regards to Safeguarding related offences, during the term of their engagement.

The Digital Marketing Manager will at all times carry out their responsibilities with due regard to Tearfund Australia's Safeguarding Policies and Guidelines.

Tearfund values diversity and each staff member is expected to demonstrate a commitment to gender equality.

Key Position Relationships

Internal

- Head of Communications & Education
- Communications Team
- Digital Services Director
- Australian Program Leadership Team
- CEO

External

- Strong relationship with Tearfund constituency
- External content contributors
- Communications 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 maximize the funds allocated to project partners*

Tearfund Values

As a faith-based Christian organization, 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 |