



Médecins Sans Frontières Australia

Job Description

Position:	Senior Digital Marketing Lead and UX Specialist
Location:	Sydney (Glebe)
Reporting to:	Direct Marketing Manager
Supervising:	1 Digital Marketing Coordinator Australia and NZ and indirectly 1 Digital Marketing Officer
Status:	Full time / permanent

Organisational Context

Médecins Sans Frontières is the world's leading independent organisation for medical humanitarian aid. We offer medical assistance to populations in distress, to victims of natural or man-made disasters and to victims of armed conflict, without discrimination and irrespective of race, religion, gender or political affiliation.

This work relies on the Fundraising Department meeting substantial income targets. Direct marketing is one of four distinct portfolios within the Fundraising Department. The others are major gifts, database and regular giving.

The Senior Digital Marketing Lead and UX Specialist fills a critical role in the direct marketing team and is responsible for digital marketing for the fundraising team, digital marketing support to the Field Human Resources Department and staff supervision.

Overall Responsibility

The primary responsibility of the Senior Digital Marketing Lead and UX Specialist is to develop, implement and optimise digital strategies for Australia and NZ FR markets. This also requires supervision of the Digital Marketing Coordinator Australia and NZ and indirectly the Digital Marketing Officer. This is a hands-on role that requires an understanding of best practice digital marketing and awareness of latest digital trends across a range of technologies and platforms.

The primary success measure for this position is the successful generation of the digital fundraising budget while optimising the ROI of its combined activities. In addition, non-tangibles including maintenance of brand integrity and relationships with donors, suppliers and project stakeholders are also vital to the successful fulfillment of the role.

Main Tasks / Duties

Digital Marketing – program management

- Plan, manage and implement the online marketing budget to secure an income of over \$5M AUD
- Contribute to and implement digital aspects of the donor retention and acquisition strategies
- Run inhouse campaign across selected channels to maximise impact and ROI
- Plan and implement digital campaigns in collaboration with the major gifts team and regular giving team
- Contribute to the organisation-wide digital strategy
- Create digital assets required for engagement, retention and reactivation of donors, prospects and leads.
- Monitor, evaluate and test campaigns and assets performance for constant optimisation
- Produce reports, analysis and recommendations on digital marketing activities
- Share knowledge and skills across the movement within the digital working group

E-commerce management

- Manage the functionality of the e-commerce platform
- Ongoing management of donation platforms and optimization of donation forms including conversion optimization, implementation of new payment systems and revenue tracking
- Ensure effective maintenance, backup and disaster recovery systems are in place

External relationship management

- Negotiate contracts with major suppliers for assets development, marketing budget and fundraising campaigns – annual budget exceed \$600K across Australia and NZ combined
- Manage relationships with external suppliers in Australia & New Zealand to ensure consistent and effective delivery of campaigns and projects
- From time to time evaluate and recommend new suppliers, negotiate contract terms and ensure relevant internal legal and financial compliance processes are followed

Team management

- Participate in recruiting and inducting the Digital Marketing unit members
- Communicate job expectations, plan, monitor and feedback on the work of the Digital Marketing unit members
- Provide ongoing coaching and make recommendations on appropriate development opportunities for the Digital Marketing team, and facilitate their participation in those opportunities as required
- Delegate and plan work with the Digital Marketing team to ensure that projects continue unhindered during absences

Project Management

- Ensure that all digital marketing projects are delivered on-time, within scope and within budget
- Produce project planning documents, timelines, budgets and briefs
- Measure project performance using appropriate digital marketing or fundraising metrics as appropriate and make recommendations
- Establish and maintain relationships with internal stakeholders

- Create and ensure the maintenance of project documentation

Movement involvement

- This position requires to be involved in MSF movement digital working groups by actively participating in results sharing, reviewing best practice and leveraging tools, campaigns assets and concepts from other sections as well as presenting digital FR activities run in MSFA and MSFNZ

Travel

- This position may be required to undertake interstate and occasional international travel

Selection Criteria

Essential Criteria

- A minimum of five years' experience in digital marketing
- Tertiary qualification in communications, marketing, IT or equivalent experience
- Demonstrated ability to implement successful digital acquisition strategies
- Exceptional attention to detail
- Copywriting and design skills
- Superior time management skills and ability to deliver to deadlines
- Creative thinking and solution focused problem-solving ability
- Ability to work in a team and foster team spirit
- Awareness of latest digital marketing trends
- Experience with content management systems & eDMs
- Knowledge of Google Analytics
- Ability to implement digital tracking tags
- Current right to work in Australia

Desirable Criteria

- Knowledge of Médecins Sans Frontières and its work
- Exposure to the NGO environment
- Familiarity with complex CRM databases and large data sets
- Excellent spreadsheet and word processing skills