

Digital Campaigns Officer

Position Description

Date: Tuesday, 8 October 2024

The organisation

As Australia's only national bird conservation charity, we are on a mission to put birds and nature on the path to recovery within a decade, leading and facilitating action that halts biodiversity loss and restores ecosystems. We can only achieve this with the help and support afforded to us by our diverse stakeholders including supporters, campaigners, donors, members and like-minded conservation organisations.

BirdLife Australia takes a science and evidence-based approach to bird conservation. Where strong conservation plans are in place and well-resourced the evidence tells us that threatened species can be brought back from the brink of extinction. With a 100-plus year history and Australia's strongest and longest-lived collection of data and surveys, BirdLife Australia brings a wealth of observation and experience to the protection of native birds.

BirdLife Australia is a diverse organisation with more than 330,000 supporters, donors, volunteers, campaigners and members, over 130 staff across Australia, and a network of more than 40 voluntary community groups.

BirdLife Australia is truly local to global, with a network of more than 40 voluntary community groups on the ground in Australia, and is the Australian member of the BirdLife International partnership, the world's largest partnership for conservation.

Our growing network of people generously give their time, expertise, voice and financial support, standing together with us to help protect Australia's unique birdlife.

A significant part of BirdLife Australia's work is done by volunteers acting either alone, in organised groups or serving on Committees. It is important that all staff understand and appreciate the contribution made by volunteers, and are also mindful of their varying skills, interests and motivations.

BirdLife Australia acknowledges the important role First Nations People throughout Australia have played, and continue to play, caring for Country. We acknowledge their continuing connection to land, sea and community and pay respect to Traditional Owners and their cultures, and to their Elders both past and present. BirdLife Australia endeavours to facilitate the further engagement of Indigenous Australians in the research and conservation of our native birds.

The role

Position title

Digital Campaigns Officer

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Position objective

The Digital Campaigns Officer develops and implements journeys to enhance supporter engagement at scale. This role guides and nurtures our supporters through digital campaigns, with the goal of achieving campaign and organisational objectives and keeping supporters actively engaged with BirdLife Australia.

This role leads the development of supporter journeys, working with our marketing automation tools (Salesforce and Pardot) to drive mass supporter engagement and conversion. This includes cross-channel marketing, building targeted supporter experiences and digital journeys.

This position forms part of the marketing and sales team, which uses digital technologies, and data-driven supporter and market insight to drive the highest standards of supporter experience. Working collaboratively across the organisation, the team's purpose is to increase awareness of and engagement with the organisation, articulating the impact for birds and nature of our work, and to nurture and grow our supporter base sustainably. This role is instrumental in this purpose.

Status

This is a part-time position, 3 days per week (0.6 FTE), offered on a continual contract.

Reporting

This position reports to the Manager Marketing and Sales.

Staff reporting

None

Remuneration / Job Level

Salary at Level 2, Grade based on scale and experience and expertise (based on published Level / Grade Remuneration Scales)

Location

This is a hybrid position based from BirdLife Australia's National Office in Carlton and a home office location.

Key relationships

Internal: Communications, Brand and Content teams, Supporter Care and Data Services teams, Conservation and Science Staff; Advocacy, Campaigns and Community Organising, Volunteers and Network representatives.

External: Event/Communications partners; suppliers; sponsors; supporters and communities.

Travel requirements

Nil

Duties

Digital Campaigns Officer

Key responsibilities include the following:

Establishing supporter activation journeys

- Develop and implement integrated supporter acquisition strategies in collaboration with our campaign, community organising, fundraising and social media teams.
- Develop innovative content including emails, online acquisition and advocacy action tactics.
- Work collaboratively to implement the organisation's digital marketing and supporter acquisition plan, including contributing ideas, planning, and executing digital campaigns as part of broader advocacy campaign, marketing and communications projects
- Respond to and advise on journeys that create targeted, timely and effective supporter marketing campaigns to promote, attract and guide supporters, including donors, volunteers, and advocates appropriately.
- Build, test and schedule marketing campaigns (for example welcome, event/webinar, or volunteering journeys), in our email management system, in line with agreed plans, working with staff and volunteer stakeholder groups

Providing support and training

- Assist the Manager Marketing and Sales in establishing and monitoring guidelines, processes, and routines that equip the organization to effectively contact, and ask for action from, supporters.
- Support and train staff for adoption of best practice across the organisation, by assisting other colleagues in this area

EDM coordination, monitoring and optimising campaign results

- Coordinate the organisation's eDM traffic and calendar scheduling, ensuring that eDM volume, audience contact frequency and timing are appropriate.
- Monitor eDM performance, and advise internal stakeholders on metrics
- Build, benchmark, enhance and monitor supporter survey and feedback mechanisms and review for learnings in support of engagement activities and supporter journeys.
- Monitor compliance with national and international regulations, and stay up to date with email marketing laws, to ensure that our campaigns comply.
- Other tasks as required and directed by your manager or departmental executives

Selection Criteria

Essential

- Degree or equivalent in marketing, communications or a related field.
- Knowledge of digital marketing strategies, channels and branding.
- Demonstrated experience with online advocacy and mobilisation platforms such as DoGooder.
- Experience developing email campaigns management and optimisation.
- Experience in working with Content Management Systems (such as WordPress) and HTML coding.

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- Knowledge of digital analytics.
- Demonstrated hands-on experience executing digital marketing campaigns across a number of channels such as SEO, PPC, Meta Ads and display campaigns.
- An ability to build relationships with internal teams, external partners and suppliers.
- Good interpersonal and written communication skills, together with an attention to detail in copy writing and proof-reading.

Desirable

- Experience or awareness of marketing automation tools (we use Salesforce Marketing Cloud and Pardot) and the willingness to learn (mentoring and training is available).
- Experience with Supporter Relationship Management systems an advantage (ideally Salesforce).
- Good time and project management including working to deadlines and budget, and with internal and external stakeholders.
- An aptitude toward and/or interest in learning new technologies or platforms as they emerge.
- At least 3-4 years' work experience in digital marketing will be highly valued.

Workstyle, attributes, and attitudes

- Propensity to learn quickly
- Motivated by collaboration and collective success
- Respond and easily adjust to changing work demands
- Openness to change, receptiveness to new ideas
- A team builder and team player
- Works positively, effectively and sensitively with a wide range of people
- Takes responsibility and exercises initiative
- Reliable and responsive

Living our Values

- Promote and role model appropriate behaviours that support BirdLife Australia's culture and values
- Actively demonstrate organisational values

Passion	Excellence	Leadership	Collaboration	Integrity	Impact
We bring people together around a love of nature	Science and knowledge is at the centre of everything we do	We empower and inspire people to lead with courage and purpose	We embrace diversity and work in partnership with mutual respect	Our success is based on experience, honesty, trust and fairness	We think globally, lead nationally and act locally

OH&S statement

Employees and potential employees should be aware that the requirements of the position include, but are not limited to:

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- Long periods of sedentary desk and computer duties and telephone use
- Possible lifting and moving of heavy equipment and objects