

Digital Marketing Manager – Parental leave contract

UNICEF promotes the rights and wellbeing of every child, in everything we do. Together with our partners, we work in 190 countries and territories to translate that commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children, to the benefit of all children, everywhere. In Australia, UNICEF Australia works with government and advocate bodies to defend children's rights and support international development programs. UNICEF Australia is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments.

This role is part of the Digital Engagement Team within the Fundraising Department and reporting into the Head of Digital Engagement. The Digital Marketing Manager is responsible for driving performance of UNICEF Australia's digital assets, including acquisition of quality donors in line with fundraising objectives.

Key responsibilities

- Drive online acquisition of monthly donors in line with overall fundraising strategy.
- Manage and nurture media and search agency relationships providing briefings and goals, and tracking key performance metrics to ensure delivery against targets.
- Leverage your advanced knowledge of web analytics, information architecture, conversion diagnosis, personas, A/B and multivariate testing to develop strategic and actionable recommendations that optimise performance of UNICEF campaigns.
- Analyse and report on the performance of UNICEF Australia's digital platforms, providing insights using Google Analytics features such as eCommerce tracking, advanced segments and goal tracking.
- Manage and implement virtual gifts program, running campaigns at key retail periods as well as working

Selection Criteria

1. Appropriate tertiary qualifications or equivalent experience.
2. At least 2 years of paid search experience.
3. Google Analytics and Google Adwords Qualified with experience setting up conversion tracking.
4. Knowledge of web usability, user experience, and conversion optimisation.
5. Advanced Excel skills.
6. Experience combining multiple data sources.
7. Excellent written and verbal communication skills.
8. Excellent stakeholder and time management skills.
9. Understanding of Basic HTML and CSS; Demonstrable CMS experience.
10. A strong interest in current affairs with a passion for world news, human rights, social justice and in working in the international aid and development sector.

This is a 9 month parental leave contract role which requires flexibility on contract period, as well as occasional work out of regular hours.

A competitive salary commensurate with the not for profit sector is offered together with the availability of salary packaging to achieve a tax effective total salary package commensurate with experience.

Applications close Wednesday 12 August 2015

Due to anticipated high number of applications, only shortlisted candidates will be contacted.

How to apply for this job: Please submit your CV and application detailing your experience in each selection criteria by email to kdixon@unicef.org.au. Please write in the subject line Digital Marketing Manager.

To be eligible for employment with UNICEF Australia you must be legally entitled to work in Australia and have satisfactory background checks prior to employment, such as mandatory police check and where appropriate working with children check.