

Content Management System and eDM Specialist

Reporting to:	Marketing Performance Lead	Work location:	Carlton
Department:	Supporter Engagement	Budget holder:	No
Team:	Marketing	Direct reports:	Nil

Role Purpose

The CMS and eDM Specialist supports our Content Management System (Kentico) and facilitates the smooth publication of content received from internal stakeholders. The role is also responsible for building our email communications to our generous supporters and clients.

Key Areas of Accountability

Role requirements

- Publish and edit content on the Save the Children Australia website based on briefs received from the Marketing team and internal clients.
- In collaboration with the Web Product Manager, support and maintain Save the Children Australia web properties and digital platforms.
- Regularly collaborate with the Web Product Manager to explore opportunities to optimize Save the Children website content for maximum performance.
- Stay regularly updated with email marketing best practices, as well as keeping track of technical email trends and challenges.
- Perform day-to-day email marketing tasks, which encompass a range of activities such as building HTML email templates and conducting A/B testing.
- Troubleshoot HTML technical issues related to email campaigns and template builds, dynamic content testing, responsive design, and other aspects of email execution, as necessary.
- Monitor website analytics and performance metrics to identify areas for content improvement and optimization.
- In collaboration with the Digital Marketing Manager of Channel and Content, generate and maintain email reports to analyze campaign performance, identifying opportunities to optimize future email campaigns.
- Maintain excellent working relationships with the internal IT team and colleagues in similar roles across the business.
- Help upskill colleagues in website knowledge via the Marketing Community of Practice.

Health, Safety, Security and Risk Management

- Be a role model for safety and security, including complying with all safety instructions and training given at the workplace.
- Act in a safe manner at all times, including complying with all safety instructions and training given at the workplace
- Participate in, and contribute to, health and safety awareness and improvements
- Report all incidents, injuries and potential hazards in a timely manner
- Be aware of, and consider, the risks associated with your team's everyday work and ensure appropriate mitigation measures are applied

Child protection and safeguarding requirements

- Maintain a child safe environment at the workplace and safeguard children's rights, acting in the best interests of children at all times
- Comply with the Child Safeguarding Code of Conduct and child safeguarding and protection policies and standards (click [here](#) to view further details)
- Demonstrate the highest standards of behaviour towards children in both your private and professional life
- Never abuse the position of trust that comes with being a part of the Save the Children family
- Maintain a safe and positive relationship at all times when working with children and young people
- Respond to any concerns for the safety or wellbeing of a child in a program in accordance with internal reporting processes

Person Specification

Essential knowledge or experience

- Excellent knowledge of CSS3 and HTML5 required
- Proven experience working with content management systems
- Experience working in email marketing tools (Click Dimensions a plus)
- Experience supporting websites in large, complex organisations
- Understanding of UX principles and user centred design
- Excellent organisation and project management skills
- Understanding of web technology and systems
- Ability to communicate complex and technical information to non-technical colleagues and clients

Desirable knowledge or experience

- Working knowledge of Google Analytics (GA 4)
- Understanding of SEO principles
- Experience of working in agile methodology and with agile supporting technologies such as Jira
- Experience of fundraising technologies and initiatives

Driver's Licence:	Not required	Travel:	Negligible
Working with Children Check:	Required	Assets:	Laptop