

# Content Management System and eDM Specialist

## Position Description

<b>Reporting to:</b>	Marketing Performance Lead	<b>Work location:</b>	Melbourne
<b>Department:</b>	Supporter Engagement	<b>Budget holder:</b>	No
<b>Team:</b>	Marketing	<b>Direct reports:</b>	Nil

### Here you'll make a difference

*At Save the Children Australia, we attract bright and big-hearted people who are inspired to make a difference. Together, we are fearless in our pursuit of making lasting change for the children and communities who need it most.*

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.

### Here your skills will be valued

#### Role requirements

- Publish and edit content on the Save the Children Australia website based on briefs received from the Marketing team and internal clients.
- Regularly collaborate with the Web Product Manager to explore opportunities to optimize Save the Children website for maximum performance.
- Stay regularly updated with email marketing best practices.
- Perform day-to-day email marketing tasks, which encompass a range of activities such as building email templates, conducting A/B testing and scheduling email sends to supporters.
- Troubleshoot email technical issues related to email campaigns and template builds, dynamic content testing, responsive design, and other aspects of email execution, as necessary.
- Setting up A/B content tests and supporting email audience conversion rate optimisation testing implementation including strategy set up.
- Maintain excellent working relationships with the internal teams across the business and external partners such as Click Dimensions (email platform) support team.

#### Health, safety, security and risk management

- Be a role model for safety and security and comply with all workplace safety policy, procedure, work instructions and training
- Act safely at all times
- Report all incidents, injuries and potential hazards in a timely manner
- Participate in, and contribute to, health and safety awareness and improvements
- Be aware of, document and manage the risks associated with your team's programs and workplaces and ensure appropriate elimination or 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 Policy](#) & [Code of Conduct](#)
- 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

**All roles at Save the Children contribute to our impact for children.**

At Save the Children, every role, whether in our programs or support services, plays a vital part in our impact for children. We are committed to creating a positive impact on the lives of children and their communities, and we value the contributions of every team member in achieving this vision.

**Here you'll belong**

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It takes all types of people to do the challenging work we do. Here are some of the specific skills and experiences you'll bring in this role:

**Essential knowledge or experience**

- Proven experience working with content management systems.
- Experience working in email marketing tools and scheduling emails to large databases.
- Experience supporting websites in large, complex organisations.
- Understanding of UX principles and user centred design.
- Excellent organisation and project management skills.
- Basic understanding of web technology and systems.
- Experience or understanding of email marketing segmentation.
- Proven experience in taking initiative and problem solving.
- Proven experience in executing complex testing campaigns and implementing manual UTM parameters.
- Experience of working in agile methodology and with agile supporting technologies such as Jira.

**Advantageous/beneficial experience**

- Basic knowledge of CSS3 and HTML5 is a plus.
- Basic knowledge of Google Analytics (GA 4) and SEO principles.
- Experience of fundraising technologies and initiatives.

**Additional Information**

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- Any offer of employment at Save the Children Australia will be subject to a satisfactory National Police Record Check and a Working with Children Check
- Employees must sign on to Save the Children Australia's Child Safeguarding Policy and Code of Conduct
- Ongoing performance and employment will be measured against KPIs, values and demonstrated behaviours outlined above
- Save the Children Australia is an Equal Opportunity Employer

**Driver's Licence:** Not required    **Travel:** Negligible

**Working with Children Check:** Required    **Assets:** Laptop