

Digital Marketing Specialist Position Description

Reporting to:	Marketing Performance Lead	Work location:	Carlton
Department:	Supporter Engagement	Budget holder:	No
Team:	Marketing	Direct reports:	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 Digital Marketing Specialist builds our emails and supports our Content Management System (Kentico) and facilitates the smooth publication of content received from internal stakeholders. The role is for someone who is eager to learn and grow within the digital marketing space with an intermediate knowledge of HTML and CSS.

Here your skills will be valued

Role requirements

- Perform day-to-day email marketing tasks, which encompass a range of activities such as building HTML email templates and conducting A/B testing.
- 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.
- Generate email reports to analyze campaign performance, identifying opportunities to optimize future email campaigns.
- Maintain excellent working relationships with the internal colleagues.

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

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

- Intermediate knowledge of CSS3 and HTML5 required
- Familiarity with Content Management Systems (CMS) - publishing content.
- Familiarity with working in email marketing tools (Click Dimensions a plus)
- Understanding of UX principles and user centred design
- Excellent organisation and project management skills
- Familiarity with web technology and systems to support team objectives
- 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

Additional Information

- 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