

## Organisation Information

Position title	Digital Advertising Advisor	Position type	Full time, Ongoing
Reports to	Digital Manager	Hours per week	38
Team	Marketing and Communications	Award classification	SCHADS 4
Direct reports	0	Budget	TBD
Date reviewed	August 2023		

## About Plan International Australia

### Who are we? What do we do?

Put simply, we're the charity for girls' equality.

We tackle the root causes of poverty, support communities through crisis, campaign for gender equality, and help governments do what's right for children and particularly for girls.

We believe a better world is possible. An equal world; a world where all children can live happy and healthy lives, and where girls can take their rightful place as equals. This is the world you will help us create.

### What does it feel like?

- You will get up each day feeling like you are helping create justice for vulnerable children and equality for girls. You'll be able to put a commitment to making a difference for children and girls at the centre of your effort, decision making and focus.
- You'll feel part of a broader team - beyond just the people you work with every day - because you'll be in tune with what's needed across the organisation. You'll be able to use your skills of empathy, coaching, and energy where it is needed most.
- You'll receive quality feedback and seek to create feedback loops in your team and in the organisation too.
- You'll find strength in our diversity, inclusiveness and mutual respect.

### Here are some of the ways you will bring your best to this role:

- You will demonstrate a deep commitment to equality, human rights and gender justice in all you do.
- You will challenge power dynamics and processes that are unjust.
- You will share decision-making processes. You'll actively seek out strengths of your colleagues in a way that allows everyone to have some power.
- You will be willing to think and work outside of the traditional idea of teams. You'll enjoy coaching rather than directing work.
- You will embody a deep self-awareness and demonstrate the courage to be vulnerable.
- You will look for ways to evolve our ways of working.
- You have a willingness to learn and to share insights and experience with empathy and compassion.
- You will demonstrate a deep commitment to child protection and safeguarding in all you do.

## WHAT WILL YOU BE DOING IN THIS POSITION?

The Digital Advertising Advisor is responsible for designing, building and executing of multichannel digital advertising campaigns to increase Plan International Australia's digital fundraising, lead generation and brand presence.

You will work closely with a multi-discipline marketing and communications team and across the organisation with the Individual Giving and Partnership and Influence teams to ensure PIA's digital marketing activities deliver for the organisation's broader marketing, fundraising and influencing objectives.

In this role, you will manage campaign setup, delivery, optimisation, reporting and insights. Day-to-day tasks will include creating content for and overseeing paid media campaigns on Facebook Ads manager, optimising set up and reporting results.

## TELL ME MORE (Key responsibilities and accountabilities)

- Developing and defining advertising strategies (in line with the broader Marketing and Fundraising Strategy) to improve efficiency and maximise ROI.
- Writing and implementing compelling ad copy that can accurately target audiences at various stages of the funnel.
- Choosing and in some cases commissioning imagery to be used in campaigns
- Strategic planning, setup and implementation of paid online advertising campaigns, with a key focus on Facebook.
- Analysing and optimizing paid campaigns including campaign structure, bid adjustments, laser-focused audience targeting, and any other optimisation required to drive revenue and growth.
- Providing and presenting campaign reports and analytics - providing insights and recommendations to improve campaign performance.
- Effectively managing campaign budget allocation to ensure ROI.
- Working with the team to share insights on active campaigns, identify new trends, and highlight relevant business opportunities within the social media space.
- Managing and optimising media buy with suppliers as required.
- Optimising conversion rates landing and donation pages.

## What do I need to bring? (key selection criteria)

- Experience in building high performing digital ad campaigns for marketing and fundraising/sales with proven return on advertising spend and margin on advertising spend
- Experience with Facebook and Google Display Network, Google Adwords and Ad grants and third party suppliers including the utilisation of retargeting, custom and lookalike audiences
- A test, learn and optimise mindset and experience apply the approach to your everyday work. This should include experience using Google Analytics, interpreting and reporting on key data.
- Experience in Customer Acquisition/SEM/Growth Marketing
- Understanding of fundraising principles
- Ability to develop basic creative executions; copy and basic design
- Experience in optimising UX and on-page conversions for donations desirable
- Experience with marketing automation, particularly APHQ desirable
- Experience developing propensity models desirable
- Knowledge of CRM, particularly Blackbaud CRM desirable
- Alignment with PIA values and commitment to social impact, feminist leadership and sharing power

## HOW WILL I KNOW IT'S GOING WELL? (Key performance indicators)

- Lead volume meets target volumes
- Lead quality meets target conversion rates
- Conversion targets are met
- Advertising meets PIA's brand guidelines
- Advertising meets PIA's child safeguarding and ACFID Code compliance standards

## WHO WILL I WORK WITH?

Along with your team, you will work closely with the:

- Marketing and Communications Team
- Individual Giving Team
- Partnerships and Influencing Team
- Data and Insights Team

## WHICH FORMAL GROUPS WILL I BE A PART OF?

You may be a member of PIA's Centre of Digital Excellence.

## SAFEGUARDING REQUIREMENTS

We take very seriously our responsibility and duty to ensure that we, as an organisation, and anyone who represents us, does not in any way harm, abuse or commit any other act of violence against children, young people or other vulnerable persons.

Everyone who works with, and engages with Plan, has a responsibility to ensure that children and young people are safeguarded and protected.

High <input type="checkbox"/>	Details		
	Police Check Required	Yes X	No <input type="checkbox"/>
	Working With Children Check Required	Yes X	No <input type="checkbox"/>
	Global Anti-Terrorism Screening Required	Yes X	No <input type="checkbox"/>