

## Organisation Information

Position title	Digital Manager	Position type	Full time, ongoing
Reports to	Associate Director, Marketing and Communications	Hours per week	38
Team	Marketing and Communications	Award classification	5
Direct reports	2	Org Wide Budget	\$800K-\$1M
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 Manager position exists to co-create and deliver our overall Digital Strategy, developed in conjunction with the Individual Giving and Influence teams.

With a primary focus on stewarding and growing the organisation's digital presence, the role will focus on the development and implementation of digital advertising and campaigning strategies that inspire PIA target audiences and supporters to take part in online action – to support our work.

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The position will play a leading role in the Centre of Digital Excellence, a cross-functional digital working group responsible for developing and delivering an organisational digital strategy and roadmap, driving strategic testing and reporting, and building digital marketing literacy. As part of this cross-functional team, the role will also contribute to and advise on priority organisation-wide digital projects.

The role will also contribute to the development and use of new tools for digital advertising, digital engagement (chat bot, AI, etc) and campaigning and take a lead role in proposing and implementing creative ideas to further PIA online brand presence.

Together with leaders across the organisation, the role will ensure the adoption of safeguarding policies and feminist leadership principles, ensuring whole of organisational alignment with the mission and values of the organisation, through the development of networked, collaborative, organisational approaches to work.

## TELL ME MORE (Key responsibilities and accountabilities)

### Campaign and communications strategy and development

- Develop and implement the digital marketing and strategic communications component of the ambitious three-year Marketing Strategy.
- Develop and execute multi-channel strategic communication and engagement initiatives to build supporters, donors, brand and issue awareness.
- Lead the team responsible for digital marketing assets including website, marketing automation (EDM/SMS) and social media channels, overseeing daily administration and ensuring their optimal performance
- Develop and implement innovative and holistic digital campaigns to grow revenue through the cost-efficient acquisition and retention of new donors; while building the organizational brand/familiarity
- Facilitating ongoing synergies between the offline and online channels as they relate to acquisition and brand awareness
- Support the Associate Director to investigate and employ best practice digital mechanisms/products for the community to contribute to advocacy, fundraising and awareness outcomes.

### Digital advertising, and donor journeys

- Identify net-new digital channels to engage Australians in meaningful ways using testing disciplines, i.e. crowdfunding portals, text to engage/tap to donate opportunities, etc.
- Develop strategies and executional plans for high potential new audiences (i.e. plan passionates, millennials, diaspora communities, etc.)
- Support in enhancing the donor experience by evolving the digital donor journey and offering meaningful engagement opportunities based on insights from our research (segmentation, ROI value model, etc.)
- Draft and develop in conjunction with the digital team, written, digital, video, audio and print content materials for online publication and coach and review work from other members of the extended team to develop the same.
- Design a testing approach for digital campaigns that allows rapid experimentation, learning and refinement and set up general performance tracking and incorporate it into the day-to-day activities of team members.
- Prepare insightful analysis, recommendations and performance reports.

### Digital leadership

- Responsible for overseeing a team of three subject matter experts and managing external partners (media buying agency)
- Create integrated and holistic, cross-department, long term planning strategies which consider key intersections with Fundraising, Advocacy and Communications/Brand
- Evolve and refine the digital product strategy for expanding our online acquisition presence, resulting in a sustainable growth strategy.
- Create ongoing flexible, digitally-advanced campaign strategies that accommodate for our current-state IT + web infrastructure; work in collaboration with IT and the CRM team to help identify future-state infrastructure (Salesforce, Marketing Cloud) that will support our continuing advances in the digital marketplace
- Create and use budget and forecasting tools that illustrate costs, expenditure, ROI and Key Performance Indicators for all digital growth efforts (fundraising, supporter growth, web traffic). Administer budget for digital program.
- Inspire and lead the Digital Marketing Team and, with assistance from HR staff, manage all staff related activities such as recruitment and selection, work plans and performance management, ensuring team members meet and exceed agreed objectives and targets by providing support, direction, coaching and feedback.
- Other duties as determined by the Associate Director of Marketing from time to time.

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

- A demonstrated understanding of the digital landscape – past, present, and foresight on what’s to come
- A passion to stay on the leading edge of digital marketing strategies and best practices
- A history of running successful digital marketing campaigns across all paid channels
- A proven track record in fundraising
- An aptitude for budget management to meet revenue goals and invest in areas that are a responsible spend of our donor dollars
- Business acumen and the ability to influence others by fostering strong business relationships
- A flexible and adaptable work style; open to collaboration with strong personalities and professionals; thrive in a fast-paced evolving work culture
- Team player with a positive “can do” attitude
- A strong work ethic coupled with tact and diplomacy
- Personal values consistent with those of Plan International’s organizational values

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

- Build and manage positive, professional relationships with our internal stakeholders and external partners
- Successfully lead both the digital component of our fundraising, brand and advocacy campaigns and the team who supports them
- Maintain a strong pulse on the current and developing landscapes of digitally-advanced countries; Passionate in keeping on the edge of fundraising and industry digital best practices; frequently recommend testing opportunities or new platform and technologies in relation to fundraising, platform optimizations, and data or audience analysis.
- Enhance the strategic channel experience as we shift our organizational focus to have a stronger online presence
- Work closely with our internal partners/departments to ensure a smooth lead, advocate and donor experience, efficiently leveraging internal resources and always acting on behalf of what is best for the larger organization and ultimately the children we work to serve

## WHO WILL I WORK WITH?

Along with your team, you will work closely with:

- The Individual Giving Team
- The Partnerships and Influence Team
- The Data and Insights Team

## 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 <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Working With Children Check Required	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Global Anti-Terrorism Screening Required	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>

Employee Name:.....

Date: .....

Employee Signature: .....