



Position Description

Position Title	Digital Campaign Manager (DCM)				
Branch / Unit	Digital campaigns, e-commerce, digital marketing, SEO, fundraising				
Classification	Manager	Employment Status	Ongoing	FTE	0.8-FT
Salary	Negotiable				
Position reports to	CEO				
Location	Melbourne, 105-115 Dover Street, Cremorne VIC				
Position Contact	Geoff Hills CEO 0428 909 097 / geoff@streetsmartaustralia.org				

ORGANISATION ENVIRONMENT

The team at StreetSmart believe everyone should have a safe and secure place to call home. Since 2003, we have an unrivalled track record of community engagement and activation to raise funds and awareness for smaller grassroots homeless services.

StreetSmart’s success is based on our ability to engage the broader community to support local responses to homelessness. Funds are raised through our innovative campaigns, engaging with 1000’s of small businesses and 100,000’s of people. With the funds raised, we seek out to support and partner with smaller, grassroots, homeless services through a unique, place based, collaborative community grants program. These smaller services are embedded in their communities, responding to gaps in service delivery with innovative programs. They struggle for support, and a voice, yet provide front line services to people in need.

StreetSmart Australia currently comprises of the following structure:

- Operations/Fundraising/Strategy/Governance – Chief Executive Officer
- Impact/Community – Chief of Impact
- Technology, Systems and Digital – Technology lead
- **Digital Marketing & Fundraising, digital campaigns– Digital Campaign Manager**
- Hospitality campaigns, events - Partnerships Manager

StreetSmart Australia is an Equal Opportunity Employer. Aboriginal and Torres Strait Islander people, people with disabilities, LGBTQIA+ people, and culturally and linguistically diverse people are strongly encouraged to apply.

ORGANISATIONAL VALUES

Integrity

An honest and reliable approach in dealing with others and conducts themselves both in a professional and ethical sense

Courage

Stepping outside of your comfort zone and accepts responsibilities for their own actions

Resilience

Prepared to 'go the extra mile' and be motivated for organisational success

Respect

Values the contribution and diversity of others

ROLE PURPOSE

The Digital Campaign Manager (DCM) is an opportunity to take the leap into social impact, having autonomy to be creative in your strategic design and plan across our digital marketing platforms and channels.

You will put a digital stamp across StreetSmart's various campaigns, leading the digital strategy, launching StreetSmart into new online audiences, as well, across our existing digital channels. The key objective – engaging more people, higher conversion rates of donation and attracting audiences with an objective focus. This role sees you incorporating the ability to create and develop concepts, content producing, building the digital framework to wrap around the strategy, enabling direct involvement and control over the implementation (e-commerce) and reporting on the digital campaigns. You will work alongside brands with a social impact approach within homewares, retail, hospitality, accommodation, and other events.

Reporting directly to the Chief Executive Officer (CEO), you must have the passion for direct consumer marketing and desire to make a difference, also having a genuine interest in social impact and awareness.

Take pride in the role you play to have a local, immediate social impact, working in a dynamic and busy environment which is focused on connecting local people with their local community. You will have experience in a digital agency, digital marketing, or communications role.

KEY ACCOUNTABILITIES

KEY ACTIVITIES

Digital Campaigns

- Leading the account management and digital strategy with key partnerships
- Formulating and implementing the deliverables from your digital strategy across the digital campaigns; working with brands and internal campaign pillars
- Create and design innovative and engaging campaigns for new and existing audiences
- End to end approach, ensuring content, assets and platforms in use are outcome (fundraising) focused

SEO	<ul style="list-style-type: none"> ● Develop and manage fundraising SEO campaigns (eg: events, once off and regular donors) ● Create and write content for online platforms and website ● Set up, execute and maintain SEO campaigns including keyword search ● Researching, reviewing links and onsite optimisation ● Manage and create strategic content briefs for StreetSmart’s campaigns and working closely with affiliated corporate partners ● Make SEO recommendations, improving campaign engagement
Digital Marketing	<ul style="list-style-type: none"> ● Manage search efforts eg: Google Ads ● Manage paid social fundraising campaigns across Facebook, Instagram, LinkedIn ● Develop A/B test plans to improve performance and efficiencies with a focus on donor conversation and/or stakeholder participation in events/campaigns ● Work closely with internal and external resources to develop compelling assets and copy for digital marketing efforts ● Craft, brief, build, send and analyse performance of eDM communications ● Work alongside internal team to deliver on crucial objective and deliverables across existing and new campaigns
E-commerce	<ul style="list-style-type: none"> ● Create and develop a frictionless donor/event participants experience across difference touch points and channels ● Lead donor journey from lead, to repeat donations and beyond; with the objective to have higher conversion of donors, increase once-off donor ● Providing commercial guidance feeding into the social impact/NFP sector ● Project Management ● Interpret data to derive insights and make data- driven decisions ● Integrating e-commerce techniques into eDM communications with audiences
Reporting & Metrics	<ul style="list-style-type: none"> ● Monitor, tracking and reporting on all campaign metrics ● Use web analytics to analyse and optimize website activity ● Ensure compliance with all regulatory fundraising licences ● Monitor and manage any associated risks to content, systems and donor drop off ● Donor fundraising reporting ● E-commerce reporting analytics, testing and trying new approaches and systems

KEY SELECTION CRITERIA

- Experience in Sales and Marketing with eCommerce/digital/online marketing experience
- Digitally savvy - Advanced skills in Microsoft and Google suite, eCommerce Platforms and Email Marketing Systems
- Strong analytical skills and an ability to use and interpret data to derive insights and make data- driven decisions
- Entrepreneurial Mindset
- Tertiary qualifications in associated field and/or relevant experience
- Sophisticated written and verbal communication skills
- Efficient & well organised
- Strong knowledge social media platforms
- Ability to work autonomously

Approval Name (Chief Executive Officer)	Signature / Date
Approval Name (Digital Campaign Manager)	Signature / Date