

DIGITAL MARKETING & DATA COORDINATOR

Position description

Are you a digital communications guru who is passionate about data?

We are seeking a Digital Marketing & Data Coordinator with 1–2+ years' experience who can create dynamic digital fundraising and advocacy campaigns and back it up with the data skills needed to support them.

The Digital Marketing & Data Coordinator will work collaboratively to drive compelling digital campaigns and data coordination that meets our communications, campaign and fundraising objectives, including supporter acquisition and retention, online advocacy, and increased engagement.

This role will see you develop a variety of dynamic communications across EJA's digital platforms and printed collateral along with co-ordinating the processing of fundraising gifts, maintaining our Salesforce database, and providing relevant reports and analysis.

This exciting opportunity will suit someone with a strong grasp of digital campaigning and a genuine interest in the power of people to make change. You will have excellent communication skills, an ability to create and source dynamic content, knowledge of digital platforms and fundraising CRM systems, ability to grasp technical concepts and run data processes, and a keen eye for detail. A good understanding of current environmental issues is also desired.

Reporting to the Communications Director, the Digital Marketing & Data Coordinator will also work closely with the Development Manager and with program staff.

The position is a full-time ongoing position. The position is based in Melbourne at EJA's head office but working elsewhere in Australia would be considered for the right candidate and a candidate prepared to travel.

Environmental Justice Australia is an equal opportunity employer. Aboriginal and Torres Strait Islander people, women, people from culturally and linguistically diverse backgrounds, LGBTQI people and people with a disability are encouraged to apply.

Background

Environmental Justice Australia is a leading public interest legal organisation. We are a passionate team of lawyers and campaigners supported by administrative, communications and fundraising staff.

Our lawyers act on behalf of people and community organisations to safeguard health, protect magnificent forests, rivers and wildlife, and tackle climate change. We use our legal expertise to be a powerful force for change and to create a better legal system that delivers environmental justice for all.

We are a lean but high-impact organisation. We work on issues and in areas of Australia where we can have the most impact. Our current staff team comprises 17 staff members and our annual revenue is approximately \$2 million, with donations and philanthropic support critically important to our work. We are non-profit, donor-funded, supporter-driven and reliant on backing from the community.

Key responsibilities

Digital marketing and campaigns

- Develop and implement digital campaigns, including paid marketing strategies, that meet our communications, campaign and fundraising objectives, including supporter acquisition and retention, online advocacy, and engagement.
- Develop and /or source dynamic, compelling, multi-channel content for fundraising and advocacy campaigns, activities and initiatives including Facebook ad campaigns, eDMs, webpages, landing pages, donate forms, daily social media and events.
- Maintain upkeep and content for email platform (Campaign Monitor), website (Wordpress), Facebook and other relevant digital platforms; work with other staff to develop web content, email blasts and other content.
- Manage our online community: responding to comments and messages on EJA's digital platforms and responses to email blasts.
- Keep up to date with best practice digital fundraising and communications techniques, technologies, products and platforms to implement innovative ways to attract new supporters, retain and engage our online community.

Data management

- Maintain supporter data in Salesforce, including donor records, communications preferences, supporter activity and data hygiene.
- Deliver Salesforce reports/contact lists as required and maintain up-to-date procedures, quality-assurance testing and user/volunteer training.
- Maintain and integrate supporter data across all EJA digital platforms, including Salesforce and Campaign Monitor.
- Process and reconcile all donations across multiple online 3rd party /offline platforms and ensure accurate financial reporting.
- Make recommendations on improvements to data management processes for both efficiency and data integrity gains.

Selection criteria – skills, qualifications and experience required

Essential

- 1–2+ years of communications and/or fundraising experience, preferably in an environmental NGO or other social justice organisation.
- Demonstrated experience producing/delivering successful digital communications and/or fundraising campaigns.
- Strong digital competency managing marketing platforms (EJA uses Campaign Monitor) as well as websites (EJA uses WordPress).
- Fundraising/supporter database management experience (EJA uses Salesforce) and excellent attention to detail including maintaining data quality, building lists, supporting fundraising activity and providing analysis and reporting.
- Demonstrated exceptional written and verbal communication skill, with an understanding of the target audience and the objectives of the communication, using a range of communications styles and channels.
- Works effectively both collaboratively and with a high degree of autonomy, and can demonstrate flexibility, initiative and creativity, sound time management, meet deadlines and coordinate complex and competing priorities under pressure.
- Shows consideration for others, works well with people with different working styles, and treats all people with dignity and respect.

Desirable

- Skills with creative design, Adobe Creative Suite, photography, and/or video editing.
- Experience using Facebook lead cards, Facebook Ads, Google Analytics, and Google Ads.
- Microsoft Office 365 suite including Outlook, Word, PowerPoint and Excel.
- A demonstrated interest in environmental issues.
- Relevant qualifications in fundraising, marketing or communications.

Terms and conditions

The position reports to our Communications Director. The position will also work closely with our Development Manager and Chief Operations Officer in relation to the management and development of our database and any other software systems relevant to the position.

The position is full time. Out of hours work will occasionally be required.

Terms and conditions of employment are based on the Social, Community, Home Care and Disability Services Industry Award with an above award salary offered in the range of \$66,695 to \$75,250 plus compulsory superannuation depending on skills and experience.

How to apply

Potential applicants can contact the Communications Director at the email address below for further information about the position.

Written applications should include:

- a succinct statement that clearly demonstrates how you meet the essential and (if relevant) desirable selection criteria; and
- a current resume.

We will require shortlisted candidates to supply two referees.

Written applications should be emailed to Livia Cullen, Communications Director, livia.cullen@envirojustice.org.au. Please do not send hard copies. Receipt of applications will be acknowledged by email.

Closing date: 30 November 2020