

Digital Marketing Coordinator

Reports to: Marketing Lead – Products and Services
Status: Full-time Permanent
Location: Adelaide

Company Overview

Connecting Up is an Australian registered charity and not-for-profit organisation committed to building stronger communities through technology. Since 2007, a growing list of leading tech companies have partnered with Connecting Up to support the Australian and New Zealand charity sector with donated and discounted IT products, online learning and specialised consulting services. Connecting Up operates in New Zealand under the TechSoup New Zealand brand.

Connecting Up is operated in partnership with TechSoup Global based in the USA. Together, we facilitate access to the best technology available to NFPs, Civil Society Organisations, and Foundations in Australia, thus strengthening the civil sector and helping organisations fulfill their mission and increase their impact.

In November 2018, Connecting Up joined forces with Infoxchange. With 150 staff across Australia and New Zealand, we are the region's leading not-for-profit dedicated to using technology to improve the lives of people experiencing disadvantage and the organisations that support them.

Job Description

We have an exciting opportunity for a creative and passionate Digital Marketing Coordinator to join our Marketing and Communications Team.

You are someone who lives and breathes digital media and who loves knowing the latest trends. You know how to connect with your audience, and you are not afraid to challenge the status quo.

In this role you will use multiple platforms and formats to engage and retain Connecting Up/TechSoup New Zealand and Infoxchange customers. You will have a track record of successfully engaging digital marketing tools and processes to achieve target audience objectives.

We're looking for someone with a good sense of humour, who can thrive in a fast-paced environment and who has a passion for social justice. If you love tech, even better. Your role will support the overall marketing and communications strategy and help us deliver Organisations vision.

Key Working Relationships

Internal:

- Marketing Lead – Products and Services

- Business Development Manager
- NFP Account Manager
- Capability Building Coordinator (Events & Training)
- Customer Experience Team
- Products and Services team

External:

- Product and service suppliers, vendors, and distributors
- Community, government and corporate partners
- Creative agencies and freelancers

Key Duties and Responsibilities

- **New member acquisition:**
 - Develop and optimise our digital channels to drive sales growth and engagement with our products, services and community programs, including the implementation of marketing automation tools, across Infoxchange and Connecting Up/TechSoup New Zealand.
 - Build strong relationships with the Product and Services and Business Development teams around digital marketing and identify opportunities for increasing reach and lead generation.
 - Improve processes for contact list management and consolidation with CRM
- **Regular comms and newsletters to existing members and subscribers:**
 - Work with the Business Development Manager and NFP Account Manager to design and develop content for the monthly Donations & Discounts Newsletter and the monthly member-only newsletter
 - Work with the Capability Building Coordinator (Events & Training) to design and develop content for the fortnightly Digital Learning Newsletter
 - Work across the organisation to design and develop EDM campaigns for different projects as needed
 - Manage the communications schedule and competing comms needs across the organisation
 - Leverage A/B testing and analytics tools to develop strategies for continuous improvement and optimisation of Connecting Up marketing comms
- **Subscriber and list management**
 - Manage subscriber capture strategies (i.e. Subscription forms on the website and elsewhere) and review/optimize where needed
 - Maintain “list hygiene” of existing subscribers (i.e. manage unsubscribe ratios and maintain increasing subscriber numbers)

- Develop strategies for continuous improvement and optimisation of subscriber and list management
- **Connecting Up advertising services:**
 - Manage and promote Connecting Up's advertising services with external parties
 - Review requests for advertising services to ensure proper fit for our member base and legitimacy of advertisers
 - Maintain reasonable limits on the number of sponsored comms/advertising sent or displayed to members
- **Marketing automation:**
 - Manage and maintain automated customer journeys (i.e. email drip campaigns)
 - Develop automated marketing campaigns as needed
 - Develop strategies for continuous improvement and optimisation of marketing automation processes and campaigns
- **Web content:**
 - Design and develop landing pages for marketing or other projects as needed
 - Design and develop product and other pages for the Connecting Up website
 - Design and develop web banners and sliders for the Connecting Up website
 - Leverage A/B testing and analytics tools (e.g. Google Analytics, Google Search Console, Google Tag Manager, Google Optimize, HotJar) to develop strategies for continuous improvement and optimisation of Connecting Up web content (including SEO)
- **UX optimisation:**
 - Identify and develop strategies to improve the user experience and engagement with Connecting Up content across channels
 - Work with the web development team to implement strategies requiring web content changes (e.g. wireframing and content writing)
- **Google AdWords:**
 - Manage and develop strategies and campaigns for Connecting Up and TechSoup New Zealand's Google Ads accounts
 - Review and optimise campaigns for best results
 - Maintain campaigns and ads in accordance with Google's requirements and best practices
- **Social media:**
 - Develop strategies to build and uplift Connecting Up and TechSoup New Zealand's social media presence
 - Provide assistance in managing Connecting Up and TechSoup New Zealand's social media accounts (including community management and content creation/scheduling as required)

- Provide assistance to the Marketing Lead – Products and Services, the Business Development Team, the Capability Building Coordinator, and other stakeholders to develop social media outreach strategies to increase engagement and attract new Connecting Up and TechSoup New Zealand members
- **Marketing strategy (cross-organisational)**
 - Provide assistance to stakeholders across the organisation to develop marketing and outreach strategies as needed
 - Implement and manage cross-organisational marketing strategies, or assist other teams as needed
- **Marketing reporting:**
 - Deliver data-driven marketing reports on request
- **Graphic design support:**
 - Provide ad-hoc assistance with the design and development of basic graphic design assets as needed across the organisation
- **Annual conference:**
 - Provide ad-hoc assistance with the annual Connecting Up conference as needed (including audio-visual support at the conference, basic slide design support, content creation if needed, etc.)
- **General duties & responsibilities:**
 - Maintain positive working relationships within the organisation
 - Work productively in a team environment
 - Show commitment to achieving the organisation's goals and mission
 - Show commitment to continuous improvement

Working Hours and Work Environment

Ordinary hours of work are 75 hours per fortnight (37.5 hours per week/7.5 hours per day). Core office hours are between 10am – 4pm Monday to Friday, however you can arrange to work your 7.5 hours outside of these times if necessary.

Connecting Up's offices are located on Leigh St in the Adelaide CBD. While there is the option for some remote work, in the case a remote work arrangement is approved the successful applicant will be required to work from the office a set number of days per week (to be determined with your manager).

Due to the global nature of Connecting Up's work, some out-of-hours work may be required (can be conducted remotely).

Some interstate and overseas travel may be required as part of this role.

Employment Conditions

The successful applicant must have the right to live and work in Australia.

The successful applicant must not be restricted in their ability to travel interstate or overseas.

A Police check must be obtained prior to commencing employment (paid for by Connecting Up).

Full employment conditions will be supplied in the Employment Agreement to be signed prior to commencing employment.

Key Selection Criteria

- Three years' experience or more in a digital marketing role (ideally, but not necessarily, in an agency working with multiple clients/stakeholders)
- Knowledge and understanding of the not-for-profit sector and its needs
- Tertiary qualifications in marketing or a related discipline are not necessary but will be considered favourably
- Demonstrated ability to develop and deliver cross-channel marketing strategies and to write and adapt content for different channels
- Demonstrated knowledge of the latest developments and best practices in digital marketing strategies and tools, UX principles, SEO, and web technologies
- Demonstrated experience and success in designing, developing, and delivering email marketing campaigns
- Demonstrated experience in web content design, development, and optimisation (ideally, but not necessarily, Drupal or WordPress)
- Demonstrated experience and success in Google AdWords campaigns (ideally, but not necessarily, experience with the Google Ad Grant)
- Demonstrated experience in social media management and social media advertising
- Demonstrated experience in (or a willingness to learn) marketing automation platforms
- Demonstrated knowledge of (or a willingness to learn) project management principles and how to work on projects within a team
- Data-driven approach to marketing and reporting, including demonstrated data analysis skills
- Excellent written and verbal English language communication skills
- Exceptional attention to detail
- Ability to build positive and productive working relationships both internally and externally and manage external stakeholders with big personalities
- Ability to work independently and unsupervised as well as in a team environment
- Ability to be self-motivated and proactive, highly organised and meet deadlines
- Ability to manage conflicting priorities and work on several projects simultaneously
- Skills with Microsoft Word, Excel, PowerPoint

- Skills with graphic design programs (e.g. Photoshop, GIMP, or Canva)
- Strong interpersonal skills and ability to be productive in an office environment