



Digital Marketing Coordinator Job Description

Location	Sydney (Broadway) with flexibility for partial work from home
Reporting to	Digital Marketing Manager (FR)
Travel	Nil
Supervising	Nil
Status	Full-time
Band / Grade	TBC
Date:	September 2022

Organisational Context

Médecins Sans Frontières (MSF) is an international, independent, medical humanitarian organization that delivers emergency aid to people affected by armed conflict, epidemics, healthcare exclusion and natural disasters. MSF provides assistance to populations in distress irrespective of race, religion, creed, or political convictions.

The Australian Section of Médecins Sans Frontières was established in 1995 and is one of 21 sections, 24 associations and other offices that form the MSF global movement providing oversight and expertise, funding and staff for field operations and communicating on the needs of our patients. MSF Australia deploys over 100 field staff per year from Australia and New Zealand. The organization secures an annual revenue of AUD 90 million in untied funds. The Australia section hosts a Medical Unit in Sydney bringing specialized expertise in the field of Women's health and Paediatrics in support of our operations overseas.

Recently MSF Australia commenced a major Transformation Initiative Program, which will revitalise the way it operates, by harnessing new technologies, systems, and key process changes to make its daily work more streamlined, effective, and efficient across the organisation. The transformation strategic goals will be implemented through a series of projects, which will be delivered from 2022-2023.

Overall Responsibility

As a key member of the Digital Team, the Digital Marketing Coordinator works closely with the Digital Marketing Manager (FR) on a diverse digital marketing portfolio that encompasses donor acquisition, donor retention, lead generation and brand awareness.

This role also supports the wider Digital Team, including Field Recruitment and works collaboratively with other departments such as Engagement and Advocacy, to coordinate

campaigns that achieve cross-department objectives.

The Digital Marketing Coordinator plays a key role in contributing to implementing digital paid Search, Social and Email marketing campaigns, understanding the value of the customer journey through channels and developing best practice messaging, creative and campaign strategies to track against organisational marketing objectives. Other key responsibilities include analysing campaign data, making optimisation decisions to improve performance, support the teams' reporting and related campaign management tasks.

Additional editorial responsibilities may arise from time to time, such as crisis campaign management & coordination.

Key Tasks & Responsibilities

Digital Strategy

- Supports the Digital Marketing Manager (FR), participate in planning and delivering the digital marketing strategies for both MSF Australia and New Zealand covering acquisition of single and regular donors, retention, and lead generation
- Work cross-functionally within the Digital and Engagement Team to reach new audiences and acquire new financial and non-financial supporters, as well as field workers in the digital space
- Support the Engagement team with digital work requests and work collaboratively with internal stakeholders to achieve the best outcomes for digital engagement across all channels
- Proactively engage in training and development opportunities.
- Keep abreast of the latest digital trends, strategies, and best practices in the ever-evolving digital landscape

Paid Marketing Execution

- Support the strategy, development, execution, and optimisation performance of all paid media including paid search, paid social, video and display
- Identify audiences and audience segments and design effective calls to action, as part of sustained user experiences across campaigns
- Campaign tracking, optimisation and reporting that provides actionable insights that can guide digital marketing strategies and improve campaign performance
- Support the email marketing strategy across various segments, to increase engagement with supporters and maximise ROI through customer journeys and testing
- Set-up A/B eDM testing and regular reporting on email marketing performance

- Lead the creation, implementation, and monitoring of paid lead generation campaigns, including automated lead nurture journeys, for Fundraising, Field Recruitment and content marketing objectives
- Liaise with internal stakeholders to ensure activities complement their plans and requirements

Content Development

- Source stories, write, edit, and produce content for supporter communications and marketing campaigns across key digital channels including email, display, search, and social media
- Content production may include copywriting, basic graphic design, and landing page creation
- Support in developing creative assets for paid acquisition, retention, lead generation and onboarding supporter journeys
- Create compelling email copy and EDM template design to match email journeys

Stakeholder Management

- Liaise with the Supporter Relations team on digital activities.
- Ensure all campaign materials undergo required Editorial reviews and processes.
- Advises on digital best practice for content creation and audience segmentation for content development and decisions made within the broader Engagement team.
- Provides digital communications support for other MSFA/NZ teams as required.

Selection Criteria

Essential Criteria

- Two years' experience in a similar role working across paid advertising channels.
- Experience in managing email journeys, with proven success implementing best-practice email marketing techniques
- Ability to produce engaging content with skills in online writing, editing, and proofreading along with an exceptional eye for detail
- Demonstrated experience managing paid campaigns on Twitter and Facebook, including audience research, targeting, copywriting, set up, optimisation and reporting
- Strong analytical skills and ability to prepare reports and presentations for internal stakeholders
- Experience using Google Analytics to draw insights and make data-driven decisions
- Ability to build strong relationships quickly and to work both independently and within a team
- Ability to multitask and balance urgent requests with longer-term projects.

- Willingness to learn new skills and contribute in a team environment
- Strong project managements skills
- Covid Vaccination Certificate
- Current right to work in Australia

Desirable Criteria

- Qualification digital marketing or related field
- Basic graphic design skills and design software such as Adobe Photoshop, Adobe Illustrator
- Experience managing LinkedIn marketing campaigns
- Experience using a content management system such as Drupal
- Experience using email marketing and automation platforms
- Experience with CRM systems and large databases
- Knowledge of Médecins Sans Frontières and its work

In MSF Australia, we believe the following 5 values form the foundations of our culture – **Transparency, Respect, Understanding of Diversity, Stepping In** and **Collaboration**. At MSF Australia we value T.R.U.S.T as an essential element to how we operate and believe that these organisation values flow from this trust that we build.

Please note that a criminal record check may be required as part of the selection process. Applicants with criminal records will not automatically be ineligible for the position they are applying for. Médecins Sans Frontières Australia has a Child Protection Policy in place and all employees are required to comply with this policy.

Médecins Sans Frontières Australia is committed to creating an inclusive workplace for all our staff. We believe that a diverse team helps us better serve those most in need, we encourage flexibility (in all its forms) and we encourage people from a wide range of backgrounds to apply for this role, including Aboriginal and Torres Strait Islander peoples, LGBTQIA+, people from other culturally and linguistically diverse (CALD) backgrounds and people with disabilities. People with a disability can request support from our Domestic HR Department if you think you may require reasonable adjustment during the recruitment.