



## Médecins Sans Frontières Australia

### Job Description

<b>Position:</b>	<b>Digital Marketing Manager</b>
<b>Location:</b>	<b>Sydney (Glebe)</b>
<b>Reporting to:</b>	<b>Head of Digital Marketing</b>
<b>Supervising:</b>	<b>2 x direct reports:</b> <ul style="list-style-type: none"><li>• <b>Digital Marketing Coordinator</b></li><li>• <b>Digital Marketing Officer</b></li></ul>
<b>Status:</b>	<b>Permanent</b>

### 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**

Leading and supporting two direct reports, and supporting the Head of Digital Marketing in leading our MSF Australia and New Zealand's digital marketing, fundraising and digital customer journey strategy. Manage the performance of the digital marketing ecosystem, design seamless digital user journeys to increase awareness, engagement, conversion, retention, and lifetime value of financial supporters.

The Digital Marketing Manager plays a key role in informing and shaping MSF Australia and New Zealand's digital Transformation across its website, CRM, Marketing Automation and reporting and analytics systems we are building over the next two years.

The role will create strategies to grow brand awareness, fundraising revenue, generate leads to help nurture campaigns, and manage ecommerce activities across new and existing supporters. This role will also liaise with external vendors and agencies in managing our media buying and creative design, supporting their work in customer journeys and translating that into digital strategies that grow our audience and marketing objectives. This is a hands-on role that leads innovation and optimisation and requires a strong knowledge of best practices in digital marketing and awareness of latest digital trends across a range of technologies and platforms. You must be able to think strategically but also hit the ground running with day to day campaign work. The role is central to the organisation's digital goals and the incumbent must be able to draw on relevant professional experience and a can-do attitude to make things happen.

Success is measured for this position in supporting of and setting digital marketing strategy, generating fundraising revenue growth via optimisation of ROI of its combined activities, being on top of hygiene practices of budget management, accurately forecasting performance and in leading the briefing process with our media buying agencies. In addition, non-tangibles including maintenance of brand integrity and relationships with external and internal suppliers and project stakeholders, as well as occasionally donors are also vital to the successful fulfillment of the role.

## **Main Tasks / Duties**

### **Digital Marketing and Fundraising Program Management**

- Develop strategic digital vision and fundraising objectives for MSF Australia & New Zealand
- Manage a budget exceeding \$1M to generate a revenue of over \$7M per year including monthly tracking, annual forecasting and participating in bi-annual reforecasts
- Oversee the development, implementation and performance of all paid media including paid search, paid social, video and display

- Lead the email marketing strategy to increase engagement with donors and maximise ROI through segmentation and testing
- Manage in-house lead generation and liaise with the regular giving team to ensure activities complement their plans and requirements
- Champion digital as an integrated component of acquisition, retention and awareness-based activities across the organisation
- Ensure digital activities complement other fundraising activities to ensure a consistent and integrated experience
- Oversee the design and production of digital assets whilst ensuring brand adherence and ethical representation, including approval/feedback on all work from the Digital Marketing Coordinator and Digital Marketing Officer
- Leverage digital tools, best practice, automation
- Stay abreast of best practices, industry changes and emerging technologies in the ever-evolving digital landscape
- Provide analysis and reporting to the Director of Engagement and input into the Monthly Executive Report
- Management and implementation of activities that align with the Digital team's Annual Plan
- Lead the development and implementation of digital crisis campaigns
- Coordinate with the Head of Digital in developing a long-term digital marketing strategy and activity planning to ensure the marketing activities are aligned across departmental objectives
- Share knowledge and skills across the movement within the digital working group

### **E-commerce Management**

- Ongoing management of donation platforms, landing pages and widgets including conversion optimisation and conversion tracking with the support of external developers
- Monitor and resolve online donation processing incidents and escalate critical issues to IT Service Management
- Liaise with developers to increase user experience on the website across Australia and New Zealand
- Monitor and manage ecommerce and website healthcheck using Google Analytics and other tools

### **Internal and External Relationship Management**

- Ensure effective, timely and open communications with key stakeholders: Fundraising, Advocacy and Public Affairs, PR and Comms, Field HR and Domestic HR
- Coordinate with the Head of Communications, Public Relations Manager and Head of Advocacy on integrated planning and execution of campaigns
- Ensure the Supporter Relations, Data and IT/Website developer teams are briefed on upcoming digital activity to ensure seamless delivery of campaigns
- Manage the workflow of revenue generation campaigns, reporting, insights and measurement in an accurate, timely and at a consistent quality of tasks and projects

- Provide access to training and support and disseminate digital knowledge across the wider fundraising and comms teams
- Manage relationships with agencies and suppliers Australia & New Zealand to ensure consistent and effective delivery of campaigns and projects
- Support the Head of Digital in forming relationships with new suppliers, negotiate contract terms and ensure relevant internal legal and financial compliance processes are followed

### **Leadership and Team management**

- Support the creation of the new Digital team by working with the Head of Digital and Digital Marketing Manager (FHR) to define new roles and responsibilities, and develop and optimising workflows, processes and production calendars
- Lead the and effectively manage the Digital Marketing Coordinator and Digital Marketing Officer including coaching, mentoring and ensuring that staff carry out their tasks and duties in line with their role requirements
- Review and monitor performance on a regular basis and make recommendations on innovative and strategic opportunities for the Digital team, and facilitate their participation in those opportunities as required
- Delegate and plan work with the Digital team to ensure that projects continue unhindered during absences

### **Project Management**

- Support and co-create digital customer journey's that are informed by the brand and customer experience work from our external agency partners.
- Support and manage an integrated media buying plan from a digital marketing perspective
- Produce accurate forecasts and plans campaign plans, timelines, budgets and briefs in line with quarterly planning cycles and effectively manage agency briefing process
- Measure campaigns performances using appropriate metrics and make recommendations for the future activities
- Create and ensure the maintenance of project documentation
- Website upgrade (Transformation) project support:
  - Act as a subject matter expert for the website modernisation project, supporting the Digital Project Manager ensuring that the project's requirements for donation page migration, configurations and user acceptance testing are on-track
  - Participate in vendor meetings to understand requirements and make recommendations towards implementation of the marketing automation and CRM platform and ensure its seamless adoption across our business units
  - Liaise with external developers as they deliver the new CMS platform and user journeys
  - Establish and maintain conversion tracking in Google Tag Manager, Facebook Event Manager and relevant platforms with the introduction of the new CMS
  - Collaborate with the broader engagement team on user journey mapping and designing digital-first user journeys across supporter segments

## **MSF Movement involvement**

- This position requires to be involved in MSF movement digital working groups by actively participating in results sharing, reviewing best practice and leveraging tools, campaigns assets and concepts from other sections as well as presenting digital FR activities run in MSFA and MSFNZ
  - Working with other internal departments to make the most of content marketing opportunities.
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## **Selection Criteria**

### **Essential Criteria**

- A minimum of five years' experience in digital marketing
- Tertiary qualifications in digital marketing or equivalent professional experience
- Expert level knowledge of Google Analytics including Events, Goals and eCommerce Reporting.
- Expert level of Facebook Ads, SEM, Display & Video Ad buying
- Expert level data analysis and reporting
- Experience in developing and implementing digital multi channel campaigns
- Experience in reporting on campaign performances and generation recommendations
- Demonstrated ability to implement successful digital acquisition strategies
- Exceptional attention to detail
- Superior time management skills and ability to deliver to deadlines
- Solution-focused problem solving ability
- Ability to work in a team and foster team spirit
- Awareness of latest digital marketing trends
- Experience with content management systems & eDMs platforms
- Ability to implement digital tracking tags
- Current right to work in Australia

### **Desirable Criteria**

- Knowledge of Médecins Sans Frontières and its work
- Familiarity with complex CRM databases and large data sets
- Excellent Excel & data analysis skills