

Position Description

Position title	: Digital Marketing Manager
Reports to	: Director, Brand & Marketing
Employment type	: Permanent, Full-time
Location	: Sydney or Melbourne
No. of direct reports	: None
Date	: October 2023
Approved by	: Director, Brand & Marketing

The operating environment

SVA overview

Social Ventures Australia (SVA) is a not-for-profit organisation that works with partners to alleviate disadvantage – towards an Australia where all people and communities thrive.

We influence systems to deliver better social outcomes for people by learning about what works in communities, helping organisations be more effective, sharing our perspectives and advocating for change.

SVA Values

As a purpose-driven organisation, our values guide who we are, how we work and the decisions we make.



People at
the centre



Difference gives
us strength



Open and ready
to learn



Real change
takes time

Learn more about SVA's values [here](#).

First Nations Practice Principles

SVA is committed to providing a culturally safe workplace for all our First Nations employees, partners and clients. We commit that our work with First Nations peoples is aligned with our First Nations Practice Principles set out below.



Learn more about SVA's First Nations Practice Principles [here](#).

Team overview

The Marketing and Communications team is responsible for SVA's brand and reputation. The team works across SVA to improve SVA's brand awareness and client engagement; position SVA in public debates, manage organisational responses to critical issues impacting SVA's brand and reputation and use the organisation's voice to create change. The team engages with a broad audience to build awareness of SVA and support relationships with funders, partners, clients, investors, policy makers and other stakeholders.

The team is responsible for marketing SVA's systems change agenda and sharing knowledge, employing the full mix of marketing and communications channels, including digital, events, media relations, social media, and marketing collateral.

Position purpose

The Digital Marketing Manager drives digital marketing initiatives and contributes to SVA's overall Marketing and Communications strategy by maintaining, building, and improving the organisation's use of digital marketing channels, ensuring a seamless and positive user experience for diverse audiences.

This role also has responsibility for promoting more effective and efficient use of digital marketing tools and systems across the whole organisation.

Position responsibilities

Strategy Development

- Work closely with the Director Brand and Marketing to develop and implement digital marketing strategies

Content, Engagement and Analytics

- Contribute to the creation and co-ordination of individual digital communications campaign content including writing copy, designing and updating pages, and developing and implementing campaigns and schedules that align with SVA's overall marketing and communications strategy and objectives;
- In collaboration with the broader SVA Marketing team, develop innovative content that takes a user-centric approach and adopts best practices in UX and SEO to enhance social media engagement and website performance;
- In collaboration with the broader SVA Marketing team, monitor, test and maintain content across the SVA's digital and social media sites, ensuring content is accurate and timely, and aligns with current campaigns and branding;
- Liaise with internal team members, industry bodies, and Supporting Partners to optimise copy, images, videos, landing pages, and other brand touchpoints;
- Monitor analytics and develop regular reports and quality assurance reviews to track jobs and customer satisfaction across SVA's website and social media platforms, and identify opportunities for new projects, improvements, and optimisation;
- Utilise Campaign Monitor platform to build out email campaigns, lead engagement, and marketing automation;
- Develop social media and web content standards, practices, and processes to ensure digital content is compliant with requisite standards, consistent across SVA

Special requirements

- An interest in working in the social sector
- The ability to travel nationally and attend after work events, as required

Person requirements

To effectively perform this position, the person will require the following:

Knowledge

- Advanced understanding of digital marketing tools including CRM and CMS systems, email marketing/automation, events, fundraisings platforms, and analytics tools (Salesforce, WordPress, Campaign Monitor, Raisely and Google Analytics)
- Understanding of user experience design principles
- Understanding of project and change management principles

- Evolving understanding of digital marketing strategy development
- Marketing and communications methodology and practical application experience, including measuring and reporting results of marketing activity and refining for continuous improvement

Experience

- Demonstrated experience in a marketing and communications role
- Demonstrated experience implementing digital marketing initiatives while managing and prioritising the requirements and expectations of multiple internal stakeholders
- Proven experience using digital analytics to derive insights on client/customer behaviour and make recommendations to optimise digital engagement strategies and processes
- Some exposure to digital marketing strategy development is desirable
- Applied creativity and innovation to all stages of the marketing process
- Experience in the not-for-profit sector desirable

Qualifications

- Degree or 4-6 years' experience in relevant field (e.g., Marketing & Communications, Digital Marketing)

Skills & Abilities

- Strong communication skills to engage a broad range of internal and external stakeholders
- Ability to influence users on digital marketing systems towards shared organisational goals
- Ability to work productively and flexibly under pressure, on multiple activities concurrently
- Solutions-focused and proactive as well as highly collaborative
- Strong data analytics and problem-solving skills
- Strong attention to detail and ability to deliver deadlines
- Advanced Microsoft Office skills, including Excel and SharePoint
- Ability to work in cross-cultural settings and connect with diverse teams across the organisation and externally, forming long term relationships.
- Passion and commitment in working to further SVA's purpose to contribute to an Australia where all people and communities thrive
- Alignment with SVA values