

POSITION DESCRIPTION

Position: Retail eCommerce Marketing Coordinator (FCD.193)
Reports To: Retail Ecommerce Lead
Classification: Band D

CANCER COUNCIL VICTORIA

Every year, more than 35,500 Victorians will be diagnosed with cancer, and nearly 11,000 will die from cancer. The number of cases will increase as our population grows and ages. Survival will also improve as we get better at [early detection](#) and [treatment of cancer](#).

Since our establishment in 1936, [Cancer Council Victoria](#) has developed an international reputation for our innovative work in [cancer research](#), [prevention](#) and [support](#). As an independent, not-for-profit organisation, we play a leading role in reducing the impact of all cancers on all people.

Our people work and volunteer at Cancer Council Victoria to contribute to an organisation that makes a real difference in people's lives and is valued by the community we serve. In return we are proud to foster a culture that supports individuals to reach their full potential, in an environment that reflects our values of **Excellence, Integrity and Compassion**.

DIVISION AND BUSINESS UNIT SUMMARY

The **Fundraising and Communications Division (FCD)** is responsible for creating ways for people to play their part in saving lives and reducing the impact of cancer.

Through a diverse revenue generation program, the Division works to ensure funds are raised to support Cancer Council Victoria to achieve its mission of empowering people, saving lives and preventing cancer.

This is achieved through best-practice high volume fundraising approaches; exceptional relationship management of philanthropic partnerships; delivery of iconic fundraising events; and retail product sales and royalties.

The Division's ways of working enable our teams to move quickly, deliver ongoing value to our supporters and foster a culture of continuous improvement. We connect our cause and values to how we organise ourselves, and our work.

The **Individual and Community Giving Unit** is accountable for the strategy and implementation of key fundraising activities to drive diversified and sustainable income growth. This dynamic unit takes a continuous improvement approach to innovation and business development, ensuring supporters have a great experience supporting Cancer Council.

The unit is responsible for Cancer Council Victoria's mass market fundraising activities to increase supporter contributions annually and secure long-term income. Working across multiple digital and offline channels and campaigns, the unit

comprises direct marketing appeals, regular giving, peer-to-peer, community engagement and retail revenue streams.

POSITION SUMMARY

Reporting to the Retail eCommerce Lead, the Retail Ecommerce Marketing Coordinator will play a crucial role in implementing the National Retail Strategy, driving online sales growth and brand awareness. Working closely with internal and external stakeholders, you will be responsible for executing marketing strategies across various channels, with a primary focus on email marketing, Google Ads campaigns, and social media paid campaigns.

This role also oversees Shopify and is responsible for identifying and implementing site functionality improvements and product data management to continuously enhance customer experience and streamline operations. This role will also track and report on product performance and ecommerce platform and marketing performance, providing valuable insights to inform strategic decisions and optimisation to achieve targets.

RESPONSIBILITIES

Marketing

- Develop and execute planned marketing campaigns in collaboration with internal team and Federation partners across channels including website, email and social media.
- Plan, execute, and optimise Google Ads campaigns to drive traffic, conversions, and revenue on the ecommerce platform.
- Work closely with external stakeholders including licensees and suppliers to coordinate joint marketing efforts and maximise reach.
- Support the implementation of Salesforce Marketing Cloud for marketing automations, ensuring seamless integration with existing eCommerce platforms.
- Oversee Shopify site functionality improvements, identifying opportunities to enhance user experience, increase conversion rates, and streamline the purchasing process.
- Work closely with suppliers, licensees, and internal teams to enhance UX and customer engagement on the website, focusing on product images, descriptions, and pricing accuracy and consistency.
- Execute website preparation for promotions and marketing activities through collection management, navigation alignment, content control and discount/badge scheduling etc.
- Respond to customer enquiries and escalate as needed.

Reporting and Evaluation

- Generate comprehensive reports on ecommerce and product performance to produce actionable insights crucial for strategic decision-making.
- Oversee the monitoring and reporting of marketing targets, diligently tracking performance indicators from platforms like Shopify and Google, while fostering close collaboration with the Retail Ecommerce Lead to ensure alignment with overarching objectives and strategies.
- Identify and implement opportunities for innovation and continuous improvement to drive results, ensuring appropriate metrics are in place to determine success.

Stakeholder Engagement

- Build and maintain positive and productive relationships with internal and external suppliers.
- Operate effectively with other Cancer Council retail and licensing representatives.
- Contribute to relevant external meeting and relevant forums as required.

Such other duties as directed and consistent with an employee's level of skill, competence and training.

KEY SELECTION CRITERIA

- Bachelor or Advanced Diploma and/or demonstrated experience in Marketing.
- Proven experience in executing best practice email marketing campaigns, with a strong understanding of segmentation, personalisation, and deliverability.
- Demonstrated experience in planning and managing Google Ads campaigns, including keyword research, ad copywriting, and performance analysis to achieve growth.
- Experience in creating and optimising social media paid campaigns across platforms with a track record of driving measurable results.
- Strong organisation and time management skills, with an ability to work autonomously and the proven ability to meet deadlines
- Excellent communication and interpersonal skills with the ability to collaborate effectively with internal and external stakeholders.
- Analytical mindset with proficiency in data analysis tools such as Google Analytics or similar platforms, to track and measure campaign performance.
- Passion for our mission and values with a genuine desire to make a positive impact in the fight against cancer.
- Previous experience with Shopify required.

Desirable Criteria

- Experience using Campaign Monitor, Salesforce, or similar platforms.
- Shopify+ experience

Special Requirements

- Non-smoker
- Right to work in Australia
- Satisfactory completion of National Police Check
- Working with Children Check
- Willingness to occasionally work outside normal hours, with time-in-lieu provided.