



POSITION DESCRIPTION

Position Title:	Digital Marketing Lead
Location:	Box Hill
Reporting to:	Marketing Operations Manager
Direct Reports:	NIL

ORGANISATIONAL CONTEXT

Our Vision

The Society aspires to be recognised as a caring Catholic charity offering 'a hand up' to people in need. We do this by respecting their dignity, sharing our hope and encouraging them to take control of their own destiny.

Our Mission

The St Vincent de Paul Society (the Society) is a lay Catholic organisation that aspires to live the gospel message by serving Christ in the poor with love, respect, justice, hope and joy, and by working to shape a more just and compassionate society.

Our Values

- Commitment: Loyalty in service to our mission, vision and values
- Compassion: Welcoming and serving all with understanding and without judgement
- Respect: Service to all regardless of creed, ethnic or social background, health, gender, or political opinions
- Integrity: Promoting, maintaining and adhering to our mission, vision and values
- Empathy: Establishing relationships based on respect, trust, friendship and perception
- Advocacy: Working to transform the causes of poverty and challenging the causes of human injustice
- Courage: Encouraging spiritual growth, welcoming innovation and giving hope for the future

Our Services

The St Vincent de Paul Society's members and volunteers provide practical support, advocacy and friendship to the most vulnerable in our community.

Key services include home visitation; youth programs; soup vans; assistance for asylum seekers and refugees; Compeer programs for people experiencing mental illness; education and tutoring; overseas development programs and a range of accommodation and social services through the VincentCare Victoria network.

Volunteer service is the backbone of the St Vincent de Paul Society. The Society is made up of dedicated 'members'; all who volunteer their time to undertake a range of community support activities at a local level ('conference'), semi-regional level ('regional'), regional level ('central'), and state level ('state'). There are also a number of volunteers who form part of collaborative state and national committees, special works and also service the Vinnies Shops.

The St Vincent de Paul Society in Victoria has more than 3,458 members and 8,660 other volunteers. In Australia, there are 19,950 members and 38,025 volunteers. Internationally, the Society operates in 150 countries and has over 800,000 members and volunteers.



PURPOSE OF ROLE

The primary role of the Digital Marketing Lead is to drive awareness, acquisition and donations for the Society of St Vincent de Paul via digital media – to draw people to the Society's Mission and to increase revenue realised from fundraising and retail initiatives. The role will be responsible for the development, implementation and reporting of digital marketing strategies for the society to increase brand awareness and engagement with potential volunteers, members, shoppers and donors. Examples include the delivery of the digital elements of the fundraising appeals, CEO Sleepout, the thematic pillars and recruitment campaigns.

KEY ACCOUNTABILITIES

Key Accountability	Deliverables
Contribute to the organisational culture	<ul style="list-style-type: none"> • Demonstrate understanding and empathy with the mission and ethos of the St Vincent de Paul Society and ensure the Society's values are incorporated into all aspects of the performance of the role • Respect the Catholic values inherent within the Mission of the organisation and the expression of spirituality and reflective practice in the workplace • Positively contribute to and influence organisational culture • Actively participate in activities that develop your personal and professional skills, knowledge and experience • Regularly attend and actively participate in all team / divisional and organisational meetings • Contribute to developing a culture of continuous improvement and respond positively to change
Safety	<ul style="list-style-type: none"> • Take reasonable care for your own safety and that of others that may be affected by your actions or lack of actions • Identify and report hazards within 24 hours of them occurring on the incident reporting system • Manage day to day risks in line with policy and procedures
Channel Management - Victoria	<ul style="list-style-type: none"> • Create an annual digital strategy for Victoria, to be launched in the new financial year • Work collaboratively with line manager and agency partners, to ensure all digital marketing activity aligns with organisational objectives • Oversee and manage the social media monitoring schedule and responses for all society social media communities • Report back to the Victorian Marketing & Fundraising Team and SEG on Performance of Victorian digital channels
Channel Management - National	<ul style="list-style-type: none"> • Act as the key representative for Victoria for all digital marketing activity on national committees. • Manage the flow of Victorian content and messaging to national channels, and actively pitch to the National Digital Lead to ensure our objectives are met. • Manage SEM and SEO opportunities to be implemented by digital agency. • Report back to the Victorian Marketing & Fundraising Team on performance of national digital activity.



**Campaign Develop,
Management and
Execution**

- In line with annual campaign schedule develop, implement and report for all digital paid marketing campaigns (inc retail) and organic digital and social content.
- Work with selected external suppliers, stakeholders across the organisation (i.e. other departments), and other specialists within the Marketing and Fundraising team to ensure smooth and successful delivery of all campaigns.



Content Creation and Curation	<ul style="list-style-type: none"> Lead monthly editorial meetings and pitch content ideas Compile the required assets - video, photos etc. (inc retail) to accompany all posts Manage content calendars for all digital channels, for sign-off by Communications Manager on a fortnightly basis
Website support	<ul style="list-style-type: none"> Support the development of landing pages for Victorian campaigns via National website (inc 3rd party platform).
Stakeholder Engagement	<ul style="list-style-type: none"> Build relationships and design/manage processes with a variety of internal stakeholders to ensure there is a regular flow of content for digital channels. Support shared services digital campaigns such as HR recruitment, youth and retail.
Analysis and Reporting	<ul style="list-style-type: none"> Report on website statistics to ensure all campaigns can be measured and optimised. Report monthly on digital marketing channel activity, and ensure it reflects the metrics and content that are both interesting and useful for the organisation.
Internal Education	<ul style="list-style-type: none"> Offer quarterly training workshops for the organisation, to support the development of a strong digital culture.

POSITION CONTACTS

Most Frequent Contacts	Internal/ External	Nature or Purpose of Contact
Marketing Operations Manager	Internal	<ul style="list-style-type: none"> Line Manager.
Communications team	Internal	<ul style="list-style-type: none"> Content creation.
Senior Executive Group / Senior line managers	Internal	<ul style="list-style-type: none"> Primary stakeholders responsible for communicating key objectives and available budgets for digital marketing activity.
Specialist Suppliers / Professional Mentors	Internal	<ul style="list-style-type: none"> Responsible for providing specialist advice and training.

DELEGATIONS OF AUTHORITY

You will be required to work within the delegations of authority policy.



KEY REQUIREMENTS

Qualifications

- Bachelor of Business (Marketing, Communications, Public Relations, Digital Marketing majors) or industry-acquired and demonstrated knowledge of digital marketing.

Skills

- Proficiency with Adobe Creative Suite.
- Proficiency with Microsoft Office.
- Proficiency with navigating the administrative requirements and tools available on all major social media platforms and third party digital marketing software (e.g. Facebook, Instagram, Campaign Monitor, etc).
- Excellent written communication
- Strong communication skills with proven ability to be a 'storyteller', bringing teams and stakeholders on the journey.

Knowledge / Experience

- Demonstrated experience in creating and managing multi-channel digital marketing campaigns.
- Experience showcasing innovative and meaningful human centred design solutions for digital experiences.
- Proven experience managing and optimising brand awareness and engagement aligned with strategic objectives
- Proven success in achieving greater brand awareness, lead generation and conversion.
- Proven experience developing and delivering engaging targeted social media plans and content.
- Proven experience managing digital assets to optimise online presence.

Attributes

- Excellent stakeholder and project management skills.
- Keen eye for detail, including an ability to analyse and synthesise market trends in digital marketing and social media to provide highly considered recommendations. This includes a high degree of proactive self-education.
- Excellent time management skills and an ability to prioritise, to meet tight project deadlines.
- Team player who exhibits patience and professionalism with stakeholders who may not have sufficient knowledge and/or an appreciation for digital marketing.

THE LIST OF RESPONSIBILITIES HEREIN IS NOT INTENDED TO BE ALL-INCLUSIVE, AND MAY INCLUDE ADDITIONAL RESPONSIBILITIES AS REQUIRED AND ASSIGNED. IT MAY BECOME NECESSARY TO MODIFY/CHANGE THESE POSITION RESPONSIBILITIES FROM TIME TO TIME.