



Digital Marketing Coordinator

- **Job Type: Full-time, 5-day week role (part-time considered)**
- **Location: Orange, NSW**
- **Salary: by negotiation**
- **Outstanding opportunity to join a small, passionate and supportive team within a highly regarded charity**

ABOUT US

Country Education Foundation of Australia (CEF) is a national non-profit organisation which assists rural and regional students access further education and training. We have a great opportunity for a digital media professional to join our small and friendly team at our national HQ in Orange, NSW.

THE ROLE

As our Digital Marketing Coordinator, you will be utilising your digital marketing experience and project management skills to implement, manage and report on digital campaigns across multiple channels to drive traffic, conversions, awareness and engagement, enabling the foundation to make a real impact.

We are looking for a digital all-rounder - you are not expected to be an expert in one area of digital and will be familiar with work across several disciplines (e.g., search, social, email, etc.).

You will have a flair for engaging with a broad audience as this is a diverse role involving a variety of local and national marketing and communications projects. You will be part of a small and dedicated team, engaging regularly with volunteers, students, members of the public, donors and key stakeholders so, strong and effective communication and stakeholder management skills are crucial.

This position will suit someone who can demonstrate their passion for using their skills for good and someone who is open and innovative to creating new approaches to digital fundraising and communications.

RESPONSIBILITIES

- Drive the development and execution of digital marketing and social media strategies to increase revenue and engagement across multiple digital channels.
- Understand the relationship between digital channels and CEF's strategic goals and effectively communicate these to stakeholders within the organisation.
- Liaise with the CEF team to support digital fundraising campaigns, including email, digital ads, social media and website.
- Manage and oversee social media portfolio (Facebook, Instagram, LinkedIn, YouTube), including strategy development, content planning, creation, scheduling, daily monitoring, responding as required and reporting.
- Oversight and management of Ad platforms in search and social, Google Search Console, Google Analytics and Ad Grants.
- Assist with website management (WordPress) including content development, ensuring best practice SEO, technical health, analytics and evidence-based continuous improvement – a basic understanding of HTML a huge bonus!
- Work with the team on all digital communications including eDMs and eNewsletter content and imagery, including post analysis, using segmentation and personalisation.

- Oversee online advertising budget (e.g., paid social), including the management of monthly spend per channel, scoping out areas to increase marketing spend efficiency, and defining the focus for testing, analysis and experimentation.
- Explore and test new types of online fundraising (e.g., Crowdfunding, Peer-to-peer) to aid in lead generation and online donations.
- Assist with the creative development of assets (e.g., ads, videos, content, text etc.) needed to support acquisition activities.

SKILLS & ATTRIBUTES

Essential

- Demonstrated experience in supporting the development and execution of digital marketing campaigns across multiple channels including web, SEO, email marketing, social media, Google Ad Grants and advertising, preferably within fundraising/not-for-profit.
- Experience running paid social campaigns and working within Facebook Ads Manager.
- Strong interest in social media developments, trends and best practice in relation to not for profits.
- Experience using social media scheduling tools e.g., Hootsuite.
- Strong copywriting experience fit for channel (e.g., EDM vs Website vs Social).
- Proficiency in WordPress with the ability to work with the team to develop and produce effective campaigns and optimise the website and landing pages.
- Knowledge of best practice in SEO and SEM – preferably across both Google and Bing.
- Experience managing Google Ad Words/ Ad Grant and leveraging keywords to produce effective copy, minimising CPCs/CPAs to achieve a healthy ROAS.
- Experience reporting on campaigns and websites using Google Analytics with the ability to draw on the data to inform campaign recommendations for changes and optimisations e.g., targeting, ad creative, etc.
- Experience with an email marketing platform e.g., Mailchimp.
- Ability to take direction, effective time management and can multi-task.
- Good communicator and can work both autonomously and collaboratively.
- An attitude to give back and a passion for supporting young rural and regional people.

Favourable:

- A degree in marketing or communications is beneficial.
- Experience with print and traditional media and marketing.
- Experience using CRM programs such as Salesforce.
- Design competencies, including experience with tools like Adobe Suite and Canva.
- Experience working in higher education and/or the not-for-profit sector.