



Nourishing Our Country

OZHARVEST | JOB DESCRIPTION

Your Position Title:	National Digital Marketing Manager
Your Department:	Impact Team
You'll Report to:	Head of Impact
Classification:	Permanent full-time
Headcount or Hrs/wk:	38 hours per week
Date:	13 th May 2022

Your Key Relationships

Internal: Head of Impact, Impact Team, Editorial Lead, Development Lead, Partnerships Leads, Management Team, OzHarvest State Managers, OzHarvest Program Managers, internal OzHarvest family members and interstate family members (including Regional Chapters)

External: Digital and creative agencies, supporting partners, strategic partners, food recipients, media agencies.

What we're about

Our purpose is to Nourish our Country. Through food rescue, education, community engagement and innovation. As an organisation we are connected by four key values:

Connected by a cause: We are a magnet for magnificent people, connected by a common purpose. This mission of ours is contagious. It will take all of us, every day, every way. Our cause comes to life with every single one of us.

Nourish & Grow: We're creating a culture of giving. When we grow ourselves, we grow each other and nourish others. When we nourish others, we ourselves grow. Not just in times of vulnerability, but as we thrive.

Boldly Courageous: We speak and act boldly for the change that needs to happen. We embrace every challenge with optimism, dignity and respect.

With Gratitude: We are grateful. Always. To each other. To the people we serve. To the people who give so generously. For the work we do, and the work to be done.



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About the role

OzHarvest's digital footprint is growing, and we are looking for a digital guru to take charge! If you are looking to work for purpose and use your digital marketing skills for an incredible cause, this is the role for you.

If you consider yourself a strategic, proactive and positive Digital Marketing Manager who loves customer experience, acquisition and retention strategies and managing digital channels, look no further. From BAU management of our earned and owned channels to the strategy and execution of campaigns and projects, the Digital Marketing Manager will help drive OzHarvest's digital strategy across all facets of OzHarvest.

Reporting into the Head of Impact, the Digital Marketing Manager will be instrumental to the development of the OzHarvest digital strategy, with full responsibility for analysis and insight generation, ongoing execution, evaluation and reporting. In addition to digital marketing activity, the role will act as the project lead for strategic marketing projects, working with internal stakeholders and external providers to increase OzHarvest's marketing capabilities.

The successful candidate for the role will have the ability to harness the spirit and passion of OzHarvest in the online sphere, using our owned assets to expand our reach and meet internal campaign objectives. Above all, our ideal candidate will be passionate about the OzHarvest cause and find personal purpose in the ability to Nourish our Country.

Your Responsibilities

Digital marketing strategy

Working with the Head of Impact and the wider Impact team, make recommendations on the implementation of both short and long term digital communications and transformation strategies to support various objectives, including, but not limited to:

- Fundraising appeals, donor journeys and other asks
- Behavioural change campaigns designed to fight food waste
- Always on brand awareness pieces to grow OzHarvest's reach and supporter base
- Pre, during and post amplification and coverage of various OzHarvest events
- Partnership campaigns
- Improving digital marketing performance and ROI

Digital marketing execution and analysis

Working with both internal and external stakeholders, successfully execute against the digital marketing strategy with ongoing monitoring and test and learn methods applied to the following:

- Partnership campaigns, producing comprehensive post campaign analysis
- Internal brand and fundraising campaigns
- Support of social media management and sharing of industry best practice initiatives
- Successful and scheduled blasts of EDM and multichannel campaigns
- Strategise, plan and implement automated marketing journeys to achieve lead nurturing and retention outcomes using Salesforce Marketing Cloud



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- Ongoing management and optimisation of the OzHarvest.org website, ensuring accurate tracking is in place to enable CRO and inform future marketing decisions
- SEO/SEM and paid social campaigns to compliment BAU and above the line activity

At OzHarvest we are a small family and all work together to contribute to to ensure we are delivering on our purpose to Nourish our Country. In order to deliver on our purpose:

- There is an expectation that for all major events we, as a family, come together and take on additional responsibilities to deliver a successful event.
- We are mindful of delivering the best possible outcomes by maximizing contributions and minimizing costs wherever possible and we do this by:
- Seeking in kind work wherever possible, donations of goods the best possible quotes from suppliers and where possible in-kind support for the work that we do
- Volunteer out of hours to support our purpose
- Other duties related to Nourish and OzHarvest required from time to time

Your Key Performance Indicators

- You will be developing and facilitating the digital communication strategy and will work to develop realistic and reasonable KPIs in conjunction with key stakeholders based off previous data and analytics.

Personal Specifications

Skills, Knowledge & Experience

- 5 + years digital marketing experience in an Advertising Agency or Client-side role
- Extensive digital knowledge with a focus on CRM marketing, social media and optimisation of owned assets
- Experience with marketing automation ideal
- Prior experience with Salesforce Marketing Cloud ideal
- Effective oral/written communication skills with the ability to successfully interpret and relay the OzHarvest tone of voice online
- Experience in managing minimum one direct report
- An understanding of building online user journeys and experience for various audiences, executing via EDM and SMS
- Ability to strategize, execute, monitor and analyse EDM and multichannel campaigns
- Experience in SEM management, including creation of SEO outreach strategies, SEA account strategy and ad creation, ongoing analysis and developing SEO-optimised copy across digital platforms
- Experience with Google Ads Grant management ideal
- Experience with CMS tools such as WordPress and Funraisin
- Ability to monitor and interpret Google Analytics in order to generate insights and analyse and report on marketing performance
- Confidence to make reactive decisions based on the good of the business



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- Strong organisational skills with attention to detail, including ability to work on multiple projects simultaneously and introduce necessary process as needed
- Ability to work effectively independently and within a team environment
- Strong presentation skills from preparation of materials to presentation
- Understanding and commitment to the principles of equal employment opportunity, anti-discrimination and workplace health and safety
- Skills to work with other employees to ensure that projects are completed on time and within budget
- Understanding and commitment to the principles of equal employment opportunity, antidiscrimination and workplace health and safety
- Skills to work with other employees to ensure that the project is completed on time and within budget

Personal Abilities and Aptitudes

- A strong commitment and enthusiasm towards the purpose of OzHarvest
- Energetic, positive and proactive
- Excellent communication and interpersonal skills and the ability to build relationships
- Team-orientated and solution focused approach
- Ability to coordinate administration and other projects in a time pressured environment
- Excellent attention to detail
- Ability to work autonomously yet manage upwards as needed
- Personal passion to work for purpose and contribute back to society

Employee Acknowledgement

I acknowledge that I have read and understand the above Job Description and agree to carry out all duties as described to the performance standards required, adhering to the policies listed below.

Employees Name: _____

Signature: _____ **Date:** _____