



POSITION DESCRIPTION

POSITION TITLE	Digital Marketing & Fundraising
TYPE & PERIOD	Contract work for a 12 month period
POSITION TYPE / HOURS PER WEEK	16-24 hours a week
LOCATION	Flexible freelancing work arrangement with some expected work time from business address (75 Wright Street Middle Park)

ORGANISATIONAL CONTEXT

Carmel Impact is a Charity established by The Carmelites of Australia and East Timor to help those in need. Our vision is to build a future in which East Timorese people have pathways to quality education and more opportunities transforming lives and building communities together to create lasting positive change.

The Carmelites are part of a global Catholic community committed to restoring faith of people who are facing social, economic and life challenges.

PURPOSE OF THE POSITION

This is a new role and will be responsible for creating, implementing, and coordinating our digital marketing activities to support fundraising. While this position works across both brands it will mainly support our Carmel Impact brand.

On an annual basis the Digital Marketing & Fundraising Coordinator will map out and implement a digital plan, driving the effective implementation of digital marketing and acquisition campaigns through online engagement streams. Another core responsibility will be to maintain the website, update its content, and ensure best UX principles are in place.

This role will be pivotal in building on the success of Carmel Impact's current Direct and Digital Marketing which currently include email campaigns to supporters, bespoke donation pages and a new website.

REPORTING RESPONSIBILITIES

This role reports directly to the Director, Fundraising and Development, works alongside the Direct Marketing Appeals role within the Fundraising team, and collaborates with the Carmelite Communications office.

PRIMARY RESPONSIBILITIES

Your primary goal will be to create digital campaigns that drive supporter and income growth, along with campaigns that raise brand awareness, and create community and engagement to support Carmel Impact programs.

You will do this by using digital marketing channels, including email marketing and social media advertising. Working closely with internal staff and external agencies this role will co-develop, implement, and optimise digital campaigns to support the delivery of marketing strategies and projects.

KEY RESULTS AREA	KEY TASKS AND PERFORMANCE INDICATORS
Email & Digital Marketing and Communications	<p>Primary Focus</p> <ul style="list-style-type: none">• Project manage and implement digital campaigns that drive increased engagement, brand awareness and revenue growth• Develop engaging email/EDM campaigns which align with key Direct Marketing Appeals and Peer to Peer Campaigns• Use email marketing and other digital platforms to support and enhance fundraising marketing and communications initiatives• Collaborate with the fundraising team to ensure digital marketing messaging supports strategic priorities and is in line with all communications channels and activities.• Build and maintain strong relationships with internal and external stakeholders to support the delivery of engaging and effective digital campaigns and activities.• Provide recommendations on digital acquisition lead opportunities including paid digital advertising strategies• Provide recommendations on digital donor retention and engagement to ensure a high rate of lead conversion to first gifts to help grow Carmel Impact's supporter base. <p>Secondary Focus</p> <ul style="list-style-type: none">• Assist in the creation of a digital marketing and communications plan together with the Direct Marketing Appeals team• In time, work towards developing a plan to implement an effective paid digital advertising strategy• Maintain awareness of digital trends and contemporary practice to improve effectiveness of strategies and improve digital opportunities.
SOCIAL MEDIA	<ul style="list-style-type: none">• Explore opportunities to promote Carmel Impact through social media platforms• Develop paid social media campaigns that include lead generation, engagement, and increase fundraising and merchandise sales• Create and schedule content for existing Carmelite social media channels.
CONTENT DEVELOPMENT	<ul style="list-style-type: none">• Prepare engaging content (written and visual) for the website and digital campaigns across various platforms used by Carmel Impact. This includes emails to acquire new leads or reactivate past supporters and motivate new supporters to donate.• Develop and manage website content on WordPress, ensuring it is up-to-

	date, user-friendly, accurately reflects our services, and promotes a positive customer journey.
WEBSITE COORDINATION, DIGITAL OPTIMISATION & ANALYSIS	<ul style="list-style-type: none"> • Ensure website content and functionality is accessible for a range of audiences and meets best SEO practices • Use website data and Google Analytics to provide recommendations for continuous improvement
STEWARDSHIP	<ul style="list-style-type: none"> • Work in partnership with the Fundraising Development Ministry to nurture online supporters
FUNDRAISING DIGITAL SUPPORT	<p>Work with the Direct Marketing Appeal team & Director to develop a plan to:</p> <ul style="list-style-type: none"> ○ Cultivate and acquire first gifts. ○ Solicit and nurture organic leads. ○ Recruit regular monthly giving supporters. ○ Increase single gift income from current and past supporters

ESSENTIAL SELECTION CRITERIA

- Experience in using social media, email marketing and other digital marketing channels to increase engagement and fundraising revenue
- Experience using Microsoft Office suite, social media management software, email marketing software, SEO/SEM tools, and WordPress CMS
- Demonstrated project management experience, with proven ability to plan, develop, schedule, deliver and monitor projects within required timeframes
- Experience in developing digital content that is clear, compelling and motivates action.
- Proven experience in reporting on key analytics across digital channels
- Demonstrated success in working alongside key stakeholders to deliver campaigns and projects aligned with digital marketing plan

ADDITIONAL INFORMATION

- A minimum of three years' experience in a similar role in marketing, communications or social media.
- Satisfactory completion of National Police Check and Working with Children Check.

PEOPLE AND CULTURE ATTRIBUTES

- Commitment to achieving positive change through Carmel Impact and upholding The Carmelite values: Integrity, accountability, respect and excellence
- Understanding of Christian and / or Catholic ethos
- Confident in expressing ideas in a well thought out manner utilising researched facts whilst respecting the opinion of other team members
- Consider both organisational and supporter or business perspective regarding issues and takes appropriate action according to policies and procedures
- Utilise financial reporting information to drive performance
- Tailor written communication to suit target recipients both internally and externally
- Work collaboratively and encourages and motivates team members to adapt to change in the digital space.

- Build relationships in a warm friendly manner, shares relevant information and helps others to achieve common goals.
- Plan and prioritise own tasks and organises resources and activities to ensure prepared plan and deadlines are met.
- Make decisions in a timeframe appropriate to the work goal considering the likely effect on self and role responsibilities and the success of task at hand.
- Motivated to achieve best outcomes through identifying key issues and trends and commitment to task

EXPRESSSION OF INTEREST

Please submit your current CV and a cover letter addressing the essential selection criteria explaining why you are the right person for this role.

Applicants are encouraged to apply as soon as possible as applications will be assessed as they are received. This is an open recruitment as we are looking for the right candidate with the right experience and fit to the organisation.

Only shortlisted applicants will be contacted.

Submit your application to **Nancy Mercurio** at **director@carmelimpact.org.au**. **Please use the position title in the subject line of your email.** For enquires please phone Nancy on 03 9690 8822 or 0488 224 647.
