

**Why we are here**

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

www.wwf.org.au

Job Description

WWF-Australia

ABN 57 001 594 074

Department	Experience
Unit/team	Content & Audience Growth
Job Matrix Group	WWF Corporate Professional
Job Matrix Level	6
Job Title	Digital Marketing Specialist
Reports to	Digital Marketing Campaigns Manager
Direct Reports	Nil.
Location	WWF-Australia Office/location negot.
Job Type	Full Time Ongoing Contract
Hours per week	38
Award Coverage	Award Free
Approval	Head of Human Resources
Approval Date	15/11/2024
Organisational Context	<p>For over 60 years, WWF has been a powerful voice for nature and communities. We are a values-driven and diverse global network of local organisations working in 100 countries. We work as a catalyst with communities, First Nations, governments, businesses, innovators, and philanthropists towards our global mission: to build a world where people live and prosper in harmony with nature.</p>
-	<p>WWF-Australia uses our expertise to conserve biodiversity, empower communities and halt climate change in Australia and the Asia-Pacific region. With the knowledge and traditions of First Peoples and local communities, together we can bring change on a global scale for climate, nature, and people. Join us and help Regenerate Nature by 2030.</p>
Department Context	<p>WWF-Australia's strategy requires all staff to support the delivery of our objectives which aim to catalyse regeneration towards 2030 across the following strategic priorities: Regenerative Sky (Climate), Regenerative Country (Land) and Regenerative Saltwater (Oceans) - that deliver inclusive conservation outcomes. These three solution pathways are enabled by a focus on Mobilising Millions, a Regenerative Economy and ensuring a Future Fit Organisation.</p>
Department Context	<p>WWF-Australia's Experience team is responsible for growing our supporter and revenue base and engaging our supporters and partners to take action to help regenerate nature. We create exceptional experiences, content, stories and journeys to inspire diverse audiences in driving change and achieving conservation impact.</p>



Job Purpose

The Digital Marketing Specialist implements, manages and optimises performance marketing campaigns on a daily basis to achieve engagement, advocacy and fundraising objectives. The Digital Marketing Specialist works directly in the performance marketing tools to implement and oversee a holistic perspective on all WWF-Australia digital marketing activities.

Key Accountabilities

- Supports the Digital Marketing Campaigns Manager with the development of integrated, multi-channel digital media strategies and plans to execute cohesive and unified performance marketing campaigns and always-on activities.
- Implements the digital marketing approach across the supporter lifecycle, and optimises tactics and content across the full digital marketing funnel, to achieve shared goals within agreed budgets.
- Implements a data-led approach for campaign forecasting based on previous performance and industry best practice and benchmarks.
- Supports setup of digital campaign strategy, goals, budgets, channels, scheduling, KPIs and reporting with a focus on actioning data-driven insights and optimisation tactics to drive lead generation and revenue results.
- Implements, manages and optimises paid campaign activity across Paid Social, including Meta, Programmatic (DV360), Google (Google Ads) and SEM (SA360) channels to support the delivery of WWF-Australia’s audience growth and revenue goals.
- Coordinates the tagging of digital creative within CM360 following a set naming convention structure.
- Assists in developing campaign testing, always-on optimisations and conversion rate optimisation (CRO) recommendations to support strategic audience and revenue growth.
- Leads reporting using various analytics tools including Looker, and collaborates with other teams to deliver reporting via programs including GA4, Amplitude and the WWF CRMs to continually measure and optimise performance.
- Works collaboratively with other Experience teams to continually update on performance during campaigns and recommend optimisation tactics and new content based on actual performance and platform trends.
- Maintains a watching brief on digital innovation and best practices to share knowledge and insights with the wider team.
- Assists in the management of external digital partners and relationships.

Job Responsibilities **Level**

- Contributes to the implementation, management and optimisation of performance media campaigns, to achieve WWF-Australia's fundraising, advocacy and engagement objectives.
- Contributes to strategic/operational planning, systems, processes, delivery and reporting.
- Complies with legislation, standards, policies and practices, particularly Advocacy with Excellence, Information Security, health and safety, child protection, security, sustainability, and equal employment opportunity.
- Aligns own work with WWF's mission, Guiding Principles, Brand and I-CCaRe Values – Integrity, Collaboration, Courage and Respect.
- Performs budget administration, risk and quality management, and reporting.
- Seeks approval from the CEO for international travel.

Relationships & Communications

Team-working is WWF's preferred way of working, requiring positive and constructive relationships across the organisation. Key relationships include:

- Content and Audience Growth and Supporter Mobilisation teams to coordinate integration across the organisation.
- External media agencies and digital marketing partners.



Job Challenges

- The position requires the skills to build trust and work collaboratively to achieve engagement across diverse teams.
- The geographically dispersed nature of WWF and diversity of its audiences requires advanced digital communication and engagement skills.
- Processing and analysing data and providing insights and recommendations in an accurate, timely manner.
- Maintaining up-to-date knowledge and expertise in a rapidly changing market.

Essential Selection Criteria

- Demonstrated experience in digital media planning and buying, primarily across Meta and Google.
- Demonstrated experience in managing the daily implementation and optimisation of fundraising campaigns to grow revenue and achieve targets.
- Demonstrated experience using media buying platforms, including tagging and trafficking campaigns across programmatic and paid social channels. Experience with the GMP stack is preferable (Google Ads, SA360, DV360, CM360).
- A track record of using data, insights and analytics to track and optimise campaigns.
- Demonstrated requirements gathering and documentation skills, and an ability to interpret data from multiple sources and translate information into performance reports with actionable insights.
- Evidence of excellent written and verbal communication skills.
- Strong administrative and organisational skills within a complex work environment.
- Proven attention to detail in a fast-paced and complex campaign environment.
- A positive, solutions-focused working style within a team environment.

Desirable Selection Criteria

- Experience producing insightful digital reports and data visualisation dashboard reporting (Looker).
- Demonstrated understanding of on site tracking and tagging.
- An understanding of CRO and executing experimentation and personalisation tactics
- An understanding of SEO and web content optimisation
- An understanding of, and support for, workplace sustainability principles.
- Interest in environmental conservation and sustainable development.

Credentials

- Tertiary qualifications in Marketing, Communications, Social Media, Digital Marketing and/or equivalent relevant experience.

Does this role involve working with children? No

Job Requirements

- Provide evidence of completion of a full-course of an Australian government-recognised vaccination against COVID-19.
- Employment screening checks (e.g. Criminal Record Check or Working with Children Check).
- After hours work on infrequent occasions.

How to Apply

Applicants can apply via <https://www.wwf.org.au/about-us/jobs-at-wwf>. Only those applicants applying online via the eRecruitment System will be considered. Please include the following two attachments: (1) a cover letter/statements against the selection criteria and (2) your resume (CV).

Note that applicants require current unlimited working rights in Australia to be eligible for this role.