

# Digital Marketing Manager

November 2020

<b>Reporting to:</b>	Senior Marketing Manager
<b>Direct Reports:</b>	None
<b>Status:</b>	Permanent Full-time We support flexible working - please talk to us about what you want.
<b>Salary range:</b>	~\$70,000 + super
<b>Location:</b>	Sydney

ReachOut values diversity in our workforce. We encourage people from Aboriginal and Torres Strait Islander and culturally diverse backgrounds to apply.

## About the organisation

ReachOut is the most accessed online mental health service for young people and their parents in Australia. Our trusted self-help information, peer-support program and referral tools save lives by helping young people be well and stay well. The information we offer parents makes it easier for them to help their teenagers, too.

We've been championing wider access to mental health support since we launched our online service more than 20 years ago. Everything we create is based on the latest evidence and is designed with experts, and young people or their parents. This is why our service is trusted, relevant and so easy to use.

Accessed by more than 2 million people in Australia each year, ReachOut is a free service that's available anytime and pretty much anywhere.

## About the role

The marketing function (as part of the Engagement and Sustainability Team) is responsible for making sure ReachOut is easy to find and that young people, parents and schools know how we can help. We also build ReachOut's public reputation as the go-to expert on everyday issues and digital services and help inspire the broader community to support our work. We use our expertise in external communications, advertising, brand, partnerships and social media to support every team at ReachOut.

The Digital Marketing Manager role involves:

- Supporting the Senior Marketing Manager in developing the digital marketing strategy for service and fundraising activity.
- Implementing digital engagement and acquisition activities to drive awareness of and visitation to our services by young people, their parents, and secondary schools.
- Implementing advertising and lead generation activities to support key fundraising initiatives.

## Key responsibilities

- Develop and implement digital advertising activity, designed to engage ReachOut's various audiences (service users and supporters).
- Measure and report on the effectiveness of campaigns and use the insights to improve future campaigns.
- Manage SEM activities (Google Ads campaigns).
- Manage an allocated budget to support ongoing initiatives, and project budgets as required.
- Provide support to internal teams where advertising is required (e.g. research recruitment drives, etc.)
- Oversee the management of the EDM strategy.
- Contribute to cross-working groups at ReachOut.

## You work closely with:

With	Purpose
1. Senior Marketing Manager	The Senior Marketing Manager provides ongoing leadership, management and support to the Digital Marketing Manager.
2. Brand Manager, and Marketing and Social Media Coordinator	The Digital Marketing Manager will collaborate with the Brand Manager, Marketing and Social Media Coordinator to ensure consistent execution and delivery of campaigns..
3. Engagement and Sustainability team (EAST)	Participate as a positive and contributing team member and represent EAST across various major projects within the organisation.
4. Service Design and Delivery team	Build excellent relationships with teams to ensure marketing and communications contributes to the successful design and delivery of initiatives.

**To be successful in the role, the following experience is preferred:**

- At least two years' experience in a busy marketing or media planning environment.
- In-depth knowledge of Google Analytics with a deep understanding of interpreting and implementing insights.
- Exceptional communication skills, with a particular focus on writing for digital environments.
- Demonstrated CMS experience and knowledge of how to update websites and send eDMs, preferably with experience in Campaign Monitor and Wordpress.
- Good knowledge of digital marketing trends, portals and channels.
- Experience briefing suppliers (e.g. designers, web developers) to develop a variety of materials (e.g. merchandise, advertisements, video, websites, collateral).
- Strong organisational skills with an ability to manage multiple projects at the same time.
- Ability to build strong relationships with a broad range of internal and external stakeholders.
- The ability to live ReachOut's values and behaviours, and engage young people in our work in meaningful and creative ways.

**Other valued experience and expertise**

- Experience working in the not-for-profit sector.
- Experience using Adobe Creative Cloud, particularly InDesign, to produce a range of materials.
- Passion for, and interest in, digital trends and emerging technologies.