



Raise Foundation Position Description	
Title	Digital Marketing Co-ordinator - 15 hours p/w
Version	November 2018

Primary Function

This is a results-oriented role that involves developing and managing digital marketing campaigns to recruit volunteers, increase individual donations, drive web traffic, optimise social media engagement and build our brand.

Raise is embarking on an ambitious strategic growth plan to offer mentoring to every year 8 public secondary student in Australian schools by 2024. The Digital Marketing Co-ordinator will be critical to the success of this plan and will develop and manage the high-quality digital creative content and marketing campaigns to attract the significant numbers of volunteers and increased donor funding required to meet this objective.

Reporting Structure

The Digital Marketing Co-ordinator reports to the Marketing Director and works closely with the marketing team, key stakeholders and the Raise staff team.

The role is 15 hours per week initially but is expected to grow in scope and responsibility as the strategic impact plan progresses.

Skills and Experience

- Relevant Degree qualifications in Marketing, Communications etc.
- Experienced in updating and maintaining websites using WordPress
- Strong email marketing skills using MailChimp, including production and measurement
- Creating and managing digital marketing campaigns in Salesforce / Dynamics 365 using tools such as Pardot or Dynamics Marketing
- Highly analytical with a data-driven mindset
- Experienced with a range of analytical tools relevant to digital marketing (e.g. Google Analytics)
- An in-depth knowledge and understanding of social media platforms (Facebook, Twitter, Instagram, YouTube, Linked In etc.) and solid understanding of scheduling tool Hootsuite
- Proven in producing effective SEO/SEM
- Experienced with paid tools including Google Ads, Facebook Ads etc.
- Familiarity with Photoshop and other Adobe products
- Passion for all things digital
- Able to work autonomously and take initiative
- Excellent verbal, written and interpersonal communication skills
- At least 2 + years of work experience in a digital marketing role or an online marketing environment
- Willingness to undergo the Raise selection process including appropriate security checks (must hold current Working with Children Check and National Crime Check)
- Excellent IT skills including Microsoft Office365, database & CRM such as Salesforce, and cloud-based systems such as One Drive or Google Drive



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Roles and Responsibilities

- Develop content for the website, social media and email marketing campaigns
- Develop and manage the digital marketing campaigns
- Develop and maintain an integrated social media calendar with the content and marketing calendars. Work closely with the Social Media Co-ordinator to create and schedule social media campaigns.
- Co-ordinate SEO/SEM activities and campaigns
- Co-ordinate graphic design and copywriting for digital promotions
- Manage Google Adwords and Salesforce Pardot campaigns
- Manage and maintain the Raise website. Optimise the website to improve usability, conversion and lead generation.
- Oversee and manage the analytics of a variety of digital assets, including website, search marketing, social media, customer relationship management to help shape and improve our digital strategy.
- Analyse campaign performance data to optimise and improve performance
- Identify new trends in digital marketing, evaluate new technologies and ensure the brand is at the forefront of industry developments.

Personal Attributes

Warm and friendly outlook
Youth focussed, energetic and enthusiastic approach
Accommodating with a welcoming “can do” attitude
Empathetic, compassionate and caring
Highly organised with outstanding administrative ability
Takes initiative and uses common sense
Ability to work independently, as well as part of a team
Ability to communicate at all levels
Reliable, committed and dedicated
Shows thought leadership
Shows honesty and integrity, and leads by example
Shows respect of privacy and confidentiality

Digital marketing Co-ordinator Rights

Integrity and honesty
Support and direction from the Raise Management Team
A safe environment, free from physical or verbal abuse
Clear guidelines on expectations through policies and procedures which are well communicated
Confidentiality, respect and professionalism
Valued and accepted by Raise Foundation
Debriefing and counselling support from qualified professionals
Ability to discontinue with one month’s notice with an effective handover



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Youth Safe, Youth Friendly Organisation

Raise Foundation is committed to being a Youth Safe, Youth Friendly organisation and will, for all young people who come into contact with our programs, provide welcoming, safe and nurturing services for young people, work to prevent child abuse and neglect within our services, appropriately and immediately address child abuse and neglect if it occurs, and place the interests of any young person suffering from harm, or at risk of harm, above the interests of any other individual or the organisation.

Raise Foundation Personality

At Raise, we are passionate about our work and the benefits we create for our mentees, mentors, staff team, partners and communities. Every day we strive to create thriving communities through best practice youth mentoring programs and make a positive impact on the lives of those who come into contact with us. We have six values that express our shared understanding of what we believe, how we aim to behave, how we would like others to see our personality, and what we aspire to be as an organisation.

Compassionate – cultivating relationships based on trust, kindness and sincerity

Honest – being dedicated to consistency, integrity and accountability

Innovative – using fresh approaches which facilitate ongoing improvement

Respectful – supporting people to make their own positive choices and changes

Professional – providing high standards which are personal, responsive and flexible

Youthful – motivating people to flourish using positivity, fun and enjoyment