

Position Profile

Digital Marketing Executive



WHO IS THE CHILDREN'S CANCER INSTITUTE?

The Children's Cancer Institute is the only independent medical research in Australia dedicated to research into the causes, prevention, better treatments and ultimately a cure for childhood cancer. More than 40 years on, our vision remains unchanged – to save the lives of all children with cancer and improve their long-term health, through research. The Institute has now grown to employ nearly 350 researchers, operational staff and students, and has established a national and international reputation for scientific excellence. Our focus is on translational research, whereby we have an integrated team of laboratory researchers and clinician scientists who work together in partnership to discover new treatments which can be progressed from the lab bench to the beds of children on wards in our hospitals as quickly as possible.

The Institute has recently embarked on a remarkable adventure towards joining with our clinical colleagues at the Kids Cancer Centre, Sydney Children's Hospital, in a brand-new purpose built home, Australia's first Children's Comprehensive Cancer Centre, which when completed, will house up to 900 child cancer clinicians and scientists.

OUR SHARED VISION

Our shared vision for the Children's Comprehensive Cancer Centre is to be the leading children's comprehensive cancer centre world-wide, providing for the seamless integration of child cancer research, clinical care and education, with the goal of putting an end to childhood cancer.

WE BELIEVE THAT

- No child should die from cancer or suffer life-long side effects from their treatment.
- Medical research is fundamental to curing childhood cancer.
- It is the critical iterative relationship between translational research, research that moves laboratory findings into the clinic; and discovery research, bench to bedside and back again, that is bringing us closer to one day curing childhood cancer.
- It's not if. It's when.

OUR PURPOSE

Children's Cancer Institute exists solely to put an end to the devastating impact of childhood cancer. Every week in Australia, three children and adolescents die of cancer. Only when that three becomes zero, and when all the survivors can live a normal life, will our work be done.

Our purpose as the only independent medical research institute in Australia focused exclusively on childhood cancer, is to Translate and Discover, through world class research, new treatments that will cure cancer and reduce side effects in children and adolescents.

OUR STRATEGIC OBJECTIVES

Translate—Accelerate the integration of our translational research into clinical care, including delivery of the flagship Zero Childhood Cancer program.

Discover—To pursue world class discovery research, and to feed the translational pipeline through the depth, breadth and impact of our science.



OUR STRATEGIC ENABLERS

Empower—Attracting and developing the brightest minds in a vibrant collaborative high-performance culture that fosters diversity, innovation, and success.

Innovate—By providing our researchers and support teams with access to advanced technologies, infrastructure, and facilities, we will create a dynamic and cutting-edge environment for innovation.

Connect and engage—Partnering and collaborating with UNSW and Sydney Children's Hospitals Network together with national and international clinical and research leaders and organisations, governments, and industry to leverage and maximise the outputs and impact of our research.

Promote and fund—Sharing our beliefs, vision, and purpose with others to drive awareness, engagement and support for our cause that ensures we deliver our strategic objectives in a financially sustainable way.

YOUR ROLE

Role:	Digital Marketing Executive	Team:	Brand, Product & Digital
Job Family:	Marketing & Fundraising	Reports To:	Digital Marketing Manager
Salary Band:	B3	Manages:	n/a
Key Internal Relationships:	Brand, Product and Digital team Marketing Campaign team Data Analytics team Customers & supporters' team TSG team Wider CCI team	Key External Relationships:	Digital agencies (platforms, advertising, analytics, marketing automation...) Digital freelancers as required

YOUR PURPOSE

Help the Institute to cure every child of cancer by delivering best practice digital projects, designed to achieve financial and non-financial KPIs.

You will deliver an array of digital projects as part of a defined business plan, while contributing to decision making, solving delegated problems, and appropriately escalating complexity.

The Digital Marketing Executive role is responsible for developing and implementing data-driven, innovative digital marketing projects for the Institute designed to increase brand awareness, connection, engagement, lead generation and the acquisition and retention of gold supporters.

Working within the Brand, Product and Digital team, and reporting directly to the Digital Marketing Manager the Digital Marketing Executive is the key person in charge of delivering a variety of digital projects. Including assisting with developing digital marketing plan and roadmaps, managing pay-per-click advertising including Google Ad Grants, SEO, website management as well as executing and measuring digital marketing activity designed to achieve specific marketing and brand objectives. You'll be involved throughout the project ideation, planning, implementation, measurement, and optimisation process. It is therefore essential that you have hands-on experience using various digital marketing platforms and strong project management skills.

You work collegially with the 4 Teams (Brand, Product and Digital Team, Marketing Campaign Team, Customers & Supporters Team, Data & Analytics Team) making up the Marketing & Fundraising department as well as other internal codesign stakeholders such as the TSG team but also third-party digital agencies to develop and implement digital projects that deliver the "Journey of One" by strengthening our brand, growing our supporter base, and retaining our existing supporters.

You will have a passion for all things marketing and technology. You will be well-versed in the concepts surrounding digital marketing and how digital can become a strong asset to securing growing revenue. You will be tech-savvy and intuitive with great ideas to reinforce our digital marketing efforts.

YOUR KEY OUTPUTS AND ACTIVITIES

1. Connection to the Cause	<ul style="list-style-type: none"> • In conjunction with Brand, Product and Digital team, Marketing & Fundraising Senior Leadership team, support the development and implementation of an agreed 'Journey of One' digital strategy to achieve short term and long-term income and sustainability KPIs, including gross income, net income, acquisition, retention, and growth targets • Strategy & Planification: <ul style="list-style-type: none"> ○ Assisting the Digital Marketing Manager in the formulation of digital strategies and roadmap to build brand awareness, deliver lead, acquisition, donation, and retention targets.
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	<ul style="list-style-type: none"> ○ Ensure the overall digital eco-system (owned, paid and earned) is integrated and consistent. ● Foundations: <ul style="list-style-type: none"> ○ Manage and continually optimise the digital tools required to support the strategic roadmap and achieve performance objectives ○ Ensuring performance and quality control of CCI's owned digital assets with constant analysis, testing, and optimisation to drive acquisition and cultivation of donors via best practice supporter journeys ○ Be the expert and GO TO person for training and any questions related to our digital platforms including the Institutes 'websites. ○ Maintain and update content on the website, including SEO, management of new pages and landing page projects ○ Assist in developing and maintaining the Institute domain names strategy to protect and optimise the Institute online presence ● Performance: <ul style="list-style-type: none"> ○ SEO: Assist with ongoing SEO strategy and manage this implementation to improve the health and organic visibility of the Institute websites in collaboration with a digital agency ○ SEM: SEM Google Ad Grants and paid account with the support of a digital agency ○ Implement digital marketing activities across a broad range of digital marketing channels (SEO, SEM, Social, Email, Mobile, Display, Programmatic) in conjunction with the marketing team when requested. ○ Support the marketing campaign team to deliver and optimise digital advertising campaigns (SEM, Display, Social, Programmatic) across the whole marketing content funnel from awareness to conversion, through to existing customer engagement. ○ Plan, execute and measure A/B testing & experimentation through all funnel stages. ● Analytics: <ul style="list-style-type: none"> ○ Set up conversion, pixel, and event tracking on the website and across various digital platforms to track and measure digital activity performance for ongoing optimization ○ Monitoring the ongoing Institute presence on our digital channels ○ Analyze digital marketing analytics reports and share insights with the relevant team to develop optimization plans ○ Support the marketing campaign team to report on digital campaign performance, identifying opportunities with marketing metrics and acting on these insights. ○ Update and optimize digital dashboards for SEO, SEM, Websites, Campaigns with digital agency ● Opportunities: <ul style="list-style-type: none"> ○ Stay abreast of emerging digital tools and platforms, digital marketing trends, new technologies, and share insights with the rest of the team ○ Conduct research on market trends, brand's audiences and competitors, and end-to-end supporter journey to drive engagements and conversions ○ Continuously look for new opportunities. ● Project Management: <ul style="list-style-type: none"> ○ Deliver digital projects on time and on budget ● You undertake other activities as directed to support the Institute's vision and purpose.
2. Systems & Processes	<ul style="list-style-type: none"> ● Systems & Tools:

	<ul style="list-style-type: none"> ○ Manage marketing tech-stack including but not limited to: Google Analytics, Google Tag Manager, Pixel(s), Funraisin (CMS and donation platform), Data Studio, Hotjar and more. ● Governance & Process: <ul style="list-style-type: none"> ○ Support the development of digital guidelines, templates, and cheat sheets for the Institute team.
3. People & Teams	<ul style="list-style-type: none"> ● With a collaborative leadership mindset, you are confident delivering great outcomes working with 3rd party contributors and partners, and internal stakeholders, to ensure the strategic and business objectives are delivered to consistently high standards ● Advocacy / training: <ul style="list-style-type: none"> ○ As a digital expert, you'll train the team on the digital tools (including websites and donations platforms) and process as requested to ensure a coordinated and efficient approach to digital activities. ● Marketing Campaign, Customer & Supporters, Data & Analytics Teams: <ul style="list-style-type: none"> ○ You'll work closely with the Marketing Campaigns, Data Insights and Supporter Teams to ensure delivery and execution of the digital roadmap is aligned to supporter outcomes and business needs ● TSG team: <ul style="list-style-type: none"> ○ Work with TSG team to ensure best technical practise ● External digital agencies: <ul style="list-style-type: none"> ○ Work with the appointed digital agencies to manage Google analytics and paid search strategy including Google Ads grants, Display, Social, Programmatic and SEO with the appointed digital agency. ○ Work with the appointed partners to maintain and improve websites user experience and supporter donor journeys ○ Work with other third party digital partners as required ● You contribute to a cohesive and motivating team environment across fundraising & marketing team as well as the wider Institute teams (Research, TSG, P&C, legal, finance...) ● You foster a harmonious and collaborative team culture and support the REDI vision – respect, equity, diversity, and inclusion. ● You maintain and enhance your skills and knowledge through participation in education and the Institute's Personal BEST performance and development program
4. Conduct & Safety	<ul style="list-style-type: none"> ● You role model behaviours that positively reflect the Institute's Code of Conduct, Research Code of Conduct and all relevant WHS policies and procedures. ● You comply with all relevant Institute WHS policies and procedures. ● You take reasonable care to maintain your own health and safety and that of others. ● You actively participate in making the Institute a safe and healthy workplace through communication and consultation processes.

YOUR PROFILE

Skills/Qualifications/Experience	Capabilities
<p>Essential:</p> <ul style="list-style-type: none"> ● 2+years of Digital Marketing experience ideally through a digital agency ● Marketing related degree, qualification or similar. 	<ul style="list-style-type: none"> ● Passion for the digital space ● Creative thinker with great attention to detail and good creative judgement ● Demonstrated ability with analytical & data driven thinking

<ul style="list-style-type: none"> • Digital tools • First-hand experience developing digital marketing projects across websites, email, SEM, social media, display and programmatic. • Knowledge of using content management systems, social media platforms for commercial purposes is preferred • Working knowledge of web analytics tools such as Google Analytics • Understanding of SEO fundamentals • Project Management • Strong time-management and multi-tasking skills. • Demonstrated project management experience from conception through to implementation • High level of initiative and the ability to take ownership of projects from conception to completion. • Other • Great communication skills and naturally positive energy shown every day • Motivated and energetic approach to work. • Commitment to providing supporter service excellence. (WOW factor) <p><u>Desirable:</u></p> • Knowledge and experience in using Google Ad grants, Google Tag Manager, Data Studio, Hotjar and Meta Business Suite and Meta Manager is advantageous. • Technical grasp to deliver digital projects and initiatives in conjunction with digital agencies or TSG team. • Proven experience in the charitable sector is highly desirable but not essential • Experience with Peer-to-Peer fundraising platforms is an advantage but not a requirement 	<ul style="list-style-type: none"> • Teaming – collaborate effectively across organisational boundaries • Resilience – persist despite challenges, obstacles, and interruptions • Critical thinking – analyse, evaluate, and reconstruct information • Creativity – innovative and apply resources in new ways • Empathy – understand and consider other’s feelings, thoughts, and experiences • Imagination – see through variety of lenses and challenge present assumptions • Emotional intelligence – understand other’s emotions and experiences • Adaptive thinking – recognise new patterns and apply patterns in new contexts
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NOTE: It is not the intention of the Position Profile to limit the scope, outcome or activities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.