

Digital Marketing Specialist

- Join a passionate team of awesome and talented people responding to the challenges of global poverty in a contemporary world
- Be integral in developing and executing our digital strategy
- Implement key digital projects

Play a vital role in Tearfund's marketing team by providing advice and insight on everything Digital. Drive digital improvements in web & social media channels.

About Tearfund NZ

Responding to the challenges of global poverty in a contemporary world, we work with development partners and the world's most vulnerable people as they struggle to feed their families, cope with disasters, confront exploitation and build a better future.

Tearfund is one of New Zealand's leading NGO's. This year we'll raise over \$15m to fund work with 29 partners in 24 countries across the developing world. We are a highly respected charity that inspires people to give, learn and advocate against injustice.

Our mission statement is: "Motivated by Jesus, we encourage Kiwis to act for justice to relieve poverty among the world's most vulnerable people".

About the role

In this role you will be focused on implementing Tearfund's digital marketing initiatives and owning our online presence. Your primary objective will be to develop and enhance our online activity by optimising the end user experience across our digital channels. You will also ensure our digital platforms are being used to their full potential as a sales and marketing channel with the end goal of driving visitors to our websites.

Working closely with the Marketing and Communications team, you'll provide end-to-end digital marketing campaign support, positioning Tearfund as a leader in the Aid and Development space.

You'll have sound knowledge of content management systems (Kentico preferred), analytics platforms and social media community development. Specifically, you'll:

- Work with key stakeholders across the business to maximise use of the Tearfund's New Zealand's website, ensuring the sites support the firm's strategy and brand
- Provide digital advice and support for key marketing campaigns
- Gather campaign analysis and provide feedback to stakeholders to support the success of future marketing campaigns
- Work with the Business Services team to troubleshoot any technical issues with web platforms, including management of local user testing as needed, and ensure maintenance of the sites is carried out on a regular basis
- Provide regular, meaningful website usage analysis and reports to the Marketing Lead and Communications Lead to help shape the future direction of the sites
- Manage all Tearfund's social platforms in order for us to meet our supporters where they are in a way in an engaging and authentic way
- Manage Tearfund's risk and reputation online alongside management and exec
- Focus on best practise web usability in connection to online donation process, online editing, and banner and website design

- Ensure one voice / one look - Co-ordinate online with offline marketing; Tearfund branding on the web should not differ from the offline branding
- Competitor monitoring: Get a clear overview of competitors' websites, online campaigns and social media actions

Ideally, you'll have:

- A tertiary degree in commerce or marketing highly regarded
- An understanding of or interest in the New Zealand not-for-profit environment
- Excellent communication acumen
- A passion for digital technologies

You'll also need a minimum 2-3 years of experience in the below technologies:

- Website CMS – Kentico preferred
- Analytics – Adobe Analytics, Google Analytics
- Social listening / publishing
- A good understanding of social media channels
- Search – Google AdWords & SEO
- A strong client focus and a proactive, flexible, can do approach will ensure your success in this role.