

Digital Marketing Specialist

Full Time Position | Based in Castle Hill, Sydney

We have a full-time job opportunity for a Digital Marketing Specialist based in our Sydney office. The successful applicant would be responsible for maintaining the digital marketing efforts of Open Doors Australia & New Zealand through website, social media and reporting. The Digital Marketing Specialist reports to the Head of Digital & Data.

Key responsibilities include:

- Manage all social media channels, social calendar and social advertising for Open Doors Australia and New Zealand.
- Measure and analyse effectiveness of campaigns and digital marketing efforts.
- Maintain all aspects of current website including; backend, third-party tools/services, content and integration with Salesforce.
- Manage website content, including publishing all content and keeping all content up to date.
- Implement and maintain digital marketing strategies as directed by the Head of Digital & Data.
- Stay curious: stay on top of trends and implement new ideas as they emerge.

To be successful in this role you will have:

- A strong and active Christian faith.
- A willingness to commit to Open Doors' Core Values and message.
- Demonstrated experience and knowledge in Facebook advertising, social media strategy, Google Analytics, reporting and CMS management (familiarity with Wordpress).
- High attention to detail and proactive mentality.
- Capability to work towards deadlines, whilst prioritising multiple projects, in a fast-paced team environment.
- Strong written and verbal communication skills.

To be successful in this role you will have:

- Qualifications in marketing, communications or related fields.
- 1-2 years' experience in a similar role.
- Familiarity with Salesforce CRM, Marketing Cloud, HTML and CSS.
- Not For Profit sector experience.

For information about Open Doors please visit www.opendoors.org.au

Please forward your CV together with a cover letter via email to emmar@od.org.au

Applications close **Friday 2 October 2020**.

To be eligible to apply for this position you must be an Australian citizen or have an appropriate Australian work visa.