

Digital Producer

Full Time

Based in Castle Hill, Sydney

We have a full-time opportunity for a Digital Producer based in our Sydney office. The successful applicant would be responsible for managing website content, tracking and analytics for Open Doors Australia and New Zealand. The Digital Producer reports to the Digital & Data Specialist.

Key responsibilities include:

- Oversight of content, tracking and analytics of the Open Doors Australia & New Zealand websites.
- Integration between CRM and web-based activities.
- Oversight of Google Ad Grants account.

To be successful in this role you will have:

- A strong and active Christian faith.
- Website management skills including day-to-day activities such as uploading content, creating redirects, removing broken links and improving website readability.
- The ability to implement cross-platform tracking including Google Analytics & Facebook Pixel.
- A good understanding of CRM technology (Salesforce preferred) and the ability to integrate web activities into the CRM system.
- The ability to create landing pages and redirects for campaigns and update based on campaign duration.
- The ability to think strategically and use data driven insights to inform website structure and how marketing campaigns are presented on the web.
- A good understanding of the technology of Google Ads and a willingness to learn the Google Ad Grants framework.
- The ability to work in a team and contribute to the overall growth of the organisation.
- Excellent organisational skills and the ability to meet deadlines consistently.
- A willingness to commit to Open Doors' Core Values and message.

Desirable experience:

- Previous website management experience
- Familiarity with Salesforce CRM
- Web Tracking across platforms including Google Analytics & Facebook Pixel
- Experience in technical integration, upgrades and projects
- An understanding of HTML code

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

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

Applications close **COB 1 May 2019**.

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