

Position Description

Position Title	Digital Marketing Specialist (maternity leave cover)
Location	Brisbane
Team	Marketing & Communications (Development Team)
Employment Status	Full-time, maternity leave contract (12 months)
Award	Award Free
Reports to	Senior Manager – Marketing and Communications
Direct Reports	Nil
Version	February 2025

PURPOSE OF POSITION DESCRIPTION

The purpose of this position description is to document the purpose, desired candidate attributes and key responsibilities encompassed within the role. The key areas of responsibility and performance indicators are tied to performance review and career development. This document should be reviewed annually as changes in the organisation may result in the need to update the position description.

SECTION 1 OUR VISION

Lung Foundation Australia enables life-saving lung health and lung cancer research, and champions programs so that Australians with lung disease and lung cancer can live their best life.

OUR MISSION

By 2030, Lung Foundation Australia will be recognised as one of the world's most innovative and effective lung health charities and a fearless leader of lung health and lung cancer policy, programs and research.

STRATEGIC PILLARS

- Healthy lungs for all
- Australia's lung health research funding incubator
- Impactful and meaningful lung disease programs and support
- Valuing our people
- Purposeful leadership and ethical governance.

LUNG FOUNDATION AUSTRALIA VALUES

Our values are represented by **BE FAIR**

- **Bold** | be proactive and take risks that achieve our Mission.
- **Entrepreneurial** | be focused on outcomes and strive to find new ways of working, remembering we are profit-for-purpose.
- **Fair** | be equitable and work in the interests of all our stakeholders, particularly patients and their carers.
- **Agile** | be responsive and proactive to create positive change.
- **Innovative** | be inventive and find new ways of doing things that achieve our Mission.

- **Respectful** | be honest and work hard every day in every way – we are funded by the community they should expect nothing less.

OUR TEAM

Lung Foundation Australia is an award-winning profit for purpose organisation and national peak health and advisory body. Lung Foundation Australia aspires to be an Employer of Choice. Lung Foundation Australia is entering a period of accelerated growth consolidating three years of strong performance which saw the Foundation named Non-Government Organisation of the Year in 2020 and The Voice Projects Best Place to Work over the last three years.

We operate from three offices: Brisbane, Sydney and Melbourne with a national footprint established by our support and research programs. We are committed to work life balance and flexibility in the workplace.

As our impact grows with increased government and community funding so does our team and our army of volunteer supporters.

SECTION 2

PURPOSE OF THIS ROLE

The Digital Marketing Specialist is responsible for the execution and ongoing optimisation of Lung Foundation Australia's websites and digital marketing initiatives including SEO and SEM. As the Project Lead for the organisation's new website, the Specialist plays a key role in Lung Foundation Australia's digital transformation, ensuring the successful development and continuous evolution of the organisation's digital platforms. The role focuses on maximising opportunities to increase brand awareness, enhance fundraising efforts and drive acquisition, conversion and retention. By leveraging data insights, the Specialist will create and implement strategies to engage and attract users who can benefit from our support and resources. The role involves continuous monitoring, reporting and optimising digital platforms to ensure measurable growth and sustained user engagement. Working closely with others, this role delivers creative, cross-departmental website and digital marketing initiatives to meet and exceed the organisation's objectives.

SKILLS, QUALIFICATIONS AND KEY ATTRIBUTES REQUIRED (KEY SELECTION CRITERIA)

Qualifications

Tertiary qualifications in digital marketing or a related field.

Experience

A minimum of 4 years' experience in a website management or digital marketing role. Prior experience in the not-for-profit sector would enhance your suitability.

Knowledge and Skills

As the ideal candidate, your skills and attributes include:

- Understanding of website user experience (UX) principles to enhance site functionality and user engagement.
- Highly developed skills and demonstrated experience in SEO strategies and SEM campaigns, including Google Ads, to drive user acquisition and ROI.
- Skilled in conversion rate optimisation techniques.
- Demonstrated experience developing and optimising content for online platforms,
- Proficiency in website content management systems (CMS) such as WordPress.
- Experience integrating websites and website features (such as forms) with CRMs, marketing automation systems and analytics tools to optimise performance and streamline workflows.
- Familiarity with web accessibility standards to ensure the website is inclusive and accessible to all users.
- Advanced data analysis and reporting skills with proven experience using tools such as Google Analytics and Google Search Console to track and optimise performance, and report on ROI.

- High level written and oral communication skills and exceptional proof reading and editorial skills with strong attention to detail.
- Strong project management skills with the ability to prioritize tasks, manage time effectively, and solve problems independently to meet deadlines and achieve goals.
- Ability to develop, nurture and manage positive working relationships with both internal and external stakeholders.
- Strong digital literacy with proficiency in the Microsoft Office suite.
- Experience using a database/CRM system such as Salesforce would be highly regarded.
- Knowledge of Zapier, FormAssembly, Gravity Forms, Wordpress, GA4 and javascript is an advantage.
- Experience using a Project management software like Monday.com would be beneficial.
- Ability to travel interstate to other office locations as required.

As part of your induction process you will be required to undertake the following:

- National Police Check

KEY AREAS OF RESPONSIBILITY

Key Areas of Responsibility	Responsibility
Digital marketing strategies	<ul style="list-style-type: none"> • Work with internal and external stakeholders and vendors to manage online search advertising, including Google Ads management, ensuring content is targeted and engaging for the relevant audiences. • Research and outline recommendations relating to emerging digital trends and opportunities for our organisational needs. • Ensure Lung Foundation Australia website continues to rank first or highly across search channels.
Website management	<ul style="list-style-type: none"> • Lead the development of the website's overall strategy, aligning with business goals, brand identity, and user needs. • Manage, develop, and maintain Lung Foundation Australia's websites and digital platforms inclusive of; domain/ subdomain management, security, content facilitation and quality assurance, optimisation of digital assets, performance, search engine optimisation and digital asset management. • Serve as the main point of contact for all website-related matters, ensuring clear communication between stakeholders. • Implement best practices for SEO to ensure the website ranks highly on search engines. • Work with internal and external stakeholders to deliver project/grant-based website projects on time and in budget, ensuring decisions are informed by data and best-practice.
Project Lead – New website	<ul style="list-style-type: none"> • Work with the Senior Manager of Digital Transformation and external agency to design, develop and launch the new website ensuring it meets user needs and achieves organisational goals. • Manage the project timeline flagging risks and tracking tasks to ensure timely delivery. • Ensure seamless integration of the website with CRM, marketing automation, and e-commerce platforms. • Establish and embed processes and procedures for the management of the new website.
Data and Reporting	<ul style="list-style-type: none"> • Monitor, analyse and report on website performance, leads, user behaviour and experience, using tools such as Google Analytics. • Where possible, enable departments to access data and reporting independently
Team contribution and effectiveness	<ul style="list-style-type: none"> • Work in a consultative manner with the Senior Leadership Team and in collaboration with broader team to achieve goals. • Work synergistically within and across teams of Lung Foundation Australia. • Participation in Lung Foundation Australia events and meetings as required.

Workplace Health & Safety (WHS)	<ul style="list-style-type: none">• Ensure a safe working environment for self and others, including when working from home.
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SECTION 3**REPORTING RELATIONSHIPS**

This position reports to the Senior Manager – Marketing and Communications. This position works closely with the Senior Manager – Digital Transformation as part of the Digital Evolution team, and provides support and advice to the rest of the organisation by working across all areas of Lung Foundation Australia.

EXTERNAL RELATIONSHIPS

This position works with a variety of external stakeholders to deliver projects and activities.

SECTION 4**PERFORMANCE APPRAISALS**

Performance review and career development discussions will take place six monthly with the Senior Manager – Marketing and Communications.

SECTION 5**ACCEPTANCE OF POSITION DESCRIPTION**

This position description is intended to describe the general nature of the duties performed. It is not intended to be a complete list of all responsibilities, duties and skills required of the position. Other appropriate duties may be assigned that are not listed in the position description.

My signature below indicates that I have reviewed, accepted, and received a copy of this position description.

(Employee name)

Date