

Position Description

Position	Digital Marketing Specialist
Reports to:	Marketing and Campaign Lead
Blue Knot Values	Hope, Recovery, Collaboration, Care, Empowerment, Professionalism

ABOUT THE ROLE

The **Digital Marketing Specialist** at **Blue Knot Foundation** plays a pivotal role in enhancing the organisation's digital presence, ensuring seamless, engagement, and user-friendly experiences across multiple digital platforms.

This role is responsible for website management, email marketing automation, and digital campaign execution. The successful candidate will leverage data-driven insights to optimise customer journeys, improve engagement, and drive organisational growth.

This is an opportunity to apply your digital marketing expertise to a national Not-for-Profit (NFP) organisation committed to empowering adults who have experienced repeated violence, abuse, and neglect, often throughout childhood, to recover.

Blue Knot has undergone significant digital transformation, and this role will help optimise its digital strategy across web, email, and social platforms.

RESPONSIBILITIES

1. Website/Forum Management & Optimisation

- Maintain, update, and evolve Blue Knot's websites to ensure high-quality design and functionality.
- Maintain, update and evolve the technical requirements for peer support forum/s to maintain safety, access, security and accessibility.
- Conduct user research, testing, and **website analytics** to inform design decisions and improve user experience.

- Implement **SEO** and **SEM** strategies to optimise organic and paid search performance.
- Ensure compliance with **WCAG 2.1** accessibility standards and trauma-informed design principles (desirable).

2. Email Marketing & Automation

- Develop and execute personalised **email marketing** and **automation strategies** to enhance engagement.
- Design and manage **lifecycle marketing journeys** to support lead nurturing, member and donor acquisition and retention, and stakeholder engagement.
- Utilise **Active Campaign (or similar)** and **Salesforce CRM (or similar)** for campaign execution and audience segmentation.
- Track and analyse **email performance metrics**, ensuring continuous optimisation and improvements.

3. Digital Campaigns & Social Media

- Plan and execute **integrated digital marketing campaigns** across website, email, and social media channels.
- Optimise **YouTube channel** for stakeholder engagement, awareness, and acquisition.
- Manage **video uploads**, including optimising titles, descriptions, and tags for searchability.
- Work with cross-functional teams to create **engaging content** that aligns with brand strategy and messaging.
- Manage **Google Ads (PPC)** and other paid media efforts to enhance visibility and engagement.

4. Data Analysis & Reporting

- Monitor **Google Analytics (GA4), Tag Manager, Looker Studio, Clarity (or similar)** to assess campaign performance.
- Provide **data-driven insights and recommendations** to enhance user experience and optimise digital marketing efforts.

- Ensure compliance with **data privacy laws** and best practice in marketing governance.

5. Collaboration & Stakeholder Engagement

- Work closely with web developers, designers, and communication, fundraising and marketing teams to align digital initiatives with organisational goals.
- Communicate effectively with technical and non-technical stakeholders to ensure seamless campaign execution.
- Support other digital marketing activities as needed.

QUALIFICATIONS, EXPERIENCE & CAPABILITIES

1. Qualifications & Experience

Essential

- **4-5 years of experience** in digital marketing, with a strong focus on website management, UX/UI, and email marketing.
- Strong knowledge of **SEO, SEM, and Google Suite** (Analytics, Tag Manager, Search Console, Google Ads).
- Experience managing **WordPress & WooCommerce** websites.
- Hands-on experience with **Active Campaign (or similar) and Salesforce CRM (or similar)**.
- Proven ability to **develop customer journeys, segmentation strategies, and automation workflows**.
- Strong **project management skills** and the ability to prioritise multiple tasks effectively.
- Excellent **written and verbal communication** skills, with a keen eye for detail.
- Ability to work both **independently** and **collaboratively** within a team environment.

Desirable

- Relevant **Marketing, Communications, or Digital Media Degree**.

- Experience in the **Not-for-Profit (NFP) sector** and/or understanding of trauma-informed approaches.
- Basic **HTML and CSS** knowledge.
- Proficiency in **Adobe Creative Suite and/or Canva**.
- Experience with **YouTube content management** and **video production**.

2. Capabilities & Personal Attributes

- **Strategic thinker** with a passion for digital experience and user engagement.
- **Data-driven approach**, with a strong ability to interpret analytics and improve digital marketing outcomes.
- **Creative problem-solver**, able to identify and implement innovative solutions.
- **Team player** with strong interpersonal and stakeholder management skills.
- **Proactive and adaptable**, with a "can-do" attitude and a willingness to learn.

AVAILABILITY

- Full time role (38 hours/week)
- Currently home based, with a requirement to attend meetings and workshops at other locations as required

OTHER REQUIREMENTS

- It is a requirement that all Blue Knot employees have a valid and current national police check/criminal history check and Working with Children Check/Vulnerable Persons clearance for the duration of their employment.
- Adaptability and flexibility, as this role and underlying processes may change and develop in line with business needs.
- As this role is based at home, maintenance of a safe and WH&S compliant home office space with access to a reliable internet connection of speed tier NBN100/40 (or better), due to role content, is required.