

Position Description

Digital Marketing Consultant

Unit Name

Marketing & Communications

Position summary

The Digital Marketing Consultant is responsible for the technical / creative production of multiple digital projects. Responsible for maintaining, updating and improving HESTA's web and mobile assets and for shaping the customer experience through the delivery of content and initiatives, which maximises user engagement, actions and uptake digital services.

Organisational relationships

The Digital Marketing Consultant reports to the General Manager – Digital Marketing Strategy and liaises with Executive Management, internal stakeholders, agencies and employees of the Marketing & Communications Unit.

Principal accountabilities

Websites and online services

- Maintain and update websites with member and stakeholder teams and external agencies. Includes optimisation of web pages, landing pages, conversion strategies and technical requirements.
- Manage desktop and mobile sites to improve customer experience, customer satisfaction and business value generated.
- Manage mobile applications to improve customer experience, customer satisfaction and business value generated.
- Measure and interpret data to include customer profiling and behaviour across customer journey mapping and web traffic data, PPC analytics.
- CRM integration across digital platforms.
- Liaise with multichannel agencies including Digital, Display, SEO and PPC.
- Digital project management including requirements gathering, scoping, specification and brief writing, creative development, testing and deployment

Digital campaigns

- Implement digital marketing plans/roadmap to support customer engagement and brand awareness objectives across the business. including SEO, PPC, Social, CRM, and email marketing.
- Drive engagement and conversation via digital channels including demonstration of ROI
- Manage email marketing campaigns to nurture relationships with new and existing members and employers, for retention and upsell/cross-sell opportunities and to demonstrate impact on improved retirement outcomes for our members.

- Support growth of customer base via digital marketing channels
- Manage and measure integrated campaigns to include online such as search, affiliate, email, social media, PPC and SEO. Report on results and as they relate to organisational KPIs and implement within dashboards using Google Analytics or other analytics packages.
- Social media planning and management to include LinkedIn, Twitter and Facebook.
- Interpret research to support content strategies and multichannel user experience journeys.

Contribute positively to HESTA Culture

- Work cohesively and collaboratively with internal and external stakeholders
- Proactively seek opportunities to support the business unit and business to achieve success
- Engage in open and honest communication based on trust and mutual respect
- Take responsibility for self-development and seek regular feedback to enhance performance

Position profile

Competencies

(A cluster of behaviours performed on a job)

- Communication
- Contribute to Team Success
- Collaboration
- Planning and Organising
- Follow Up

Personal attributes

(Personal dispositions and motivations that relate to job satisfaction, job success or failure)

- Attention to Detail
- Creativity
- Adaptability
- Work standards
- Energy
- Navigating complexity

Knowledge

(Technical and/or professional information needed to successfully perform the job activities)

- Digital marketing
- Social media practices
- Project management processes
- Research, reporting and analytics
- Database management
- Industry superfund/s and relevant products/services.
- Google AdWords experience
- Understanding of Australian Privacy Principles
- Microsoft Office suite of products
- Web analytics

Experience

(Educational and work achievements needed to successfully perform job activities)

Specific experiences

Essential

- Significant experience in a similar role delivering content and other initiatives
- Significant experience using an enterprise Content Management System
- Creative experience demonstrated across marketing campaigns for new content
- 5+ years' experience in digital marketing and related areas
- Significant experience working with external agencies
- Significant experience with the eDM platform and database management
- Copywriting and brand experience for all channels including web, email marketing and off-line
- Experience with transactional and secure websites

Desired

- Experience in the Financial Services or Super Fund industries.
- HTML and CSS experience

Qualifications

Essential

- Bachelor Degree with a specialisation in Digital Marketing.

Representative grading

- Tier Three - Not authorised to provide any financial services (general or personal financial product advice)

Training and professional development

- Participate in ongoing education and training to meet the Fund's requirement as a Tier Three
- Minimum of 15 hours per annum through attendance at Fund Conferences and relevant professional forums
- Participate in ongoing education to enhance the role and contribution of the Digital Marketing Consultant position
- Participate in, and membership of, relevant industry/professional organisations