

## **JOB DESCRIPTION FORM – DIGITAL MARKETING OFFICER**

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**JOB TITLE:** Digital Marketing Officer - Campaigns and Lead Management

**JOB TYPE:** Volunteer position (2-5 hours per week)

**LOCATION:** Work from home (BYO device) and 2 x monthly virtual meetings

**SUPERVISOR/MANAGER:** Marketing Manager

**DIRECT REPORTS:** NA

### **OVERVIEW:**

Engagement and connection with the broader community is an important component of the ongoing development of the Hello Initiative brand. Further, a positive and active online presence is critical to capturing and retaining support from key stakeholders. The Digital Marketing Officer is responsible for supporting Hello Initiative's revenue-driving activities through the creation and management of digital marketing campaigns. This role works closely with the marketing team and reports directly to the Marketing Manager. The successful applicant will gain experience in devising digital marketing campaigns, managing live campaigns via tools like Meta and Google Ads, learn to make campaign budget management decisions, and report on lessons learned for continuous improvement.

### **MAIN DUTIES/RESPONSIBILITIES:**

- Collaborate with the Marketing Manager to plan campaign budgets, objectives, and timelines.
- Assist in developing digital marketing strategies, specifically focusing on PPC campaigns on social media platforms and Google Ad campaigns.
- Conduct research and analysis to identify target audiences, keywords, and competitor insights to optimise campaign performance.
- Assist in creating compelling ad copy and messaging tailored to different target audiences and ad formats.

- Analyse campaign data and metrics to identify trends, insights, and opportunities for improvement.
- Generate reports that highlight key performance indicators (KPIs), campaign results, and recommendations for future optimisations.
- Stay up-to-date with industry trends, best practices, and platform updates related to PPC campaigns on social media and Google Ads.

## **SKILLS & EXPERIENCE**

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### **Qualifications:**

- No specific qualifications required
- Qualifications or ongoing study relevant to Marketing, Graphic Design, Communications will be viewed positively
- A valid Working with Children Check and COVID Vaccination Certificate will be required

### **Experience:**

- No experience required
- Experience working in digital marketing will be viewed positively

### **Necessary Skills:**

- Excellent written and verbal communication skills
- High levels of adaptability to work in a fast moving start up
- High levels of cultural sensitivity
- Ability to work autonomously
- Attention to detail
- Excellent time management skills

### **Desirable Skills:**

- Experience in Meta, Google Ads, Google Analytics
- Experience with Google G-Suite

## **VOLUNTEERING AT HI**

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- HI provides volunteers with many opportunities to give back to our community and make a direct impact in youth justice.
- Personal and professional development is a focus, with opportunities to gain valuable skills and experiences across strategic planning and various project working groups.
- HI volunteers enjoy a welcoming and supportive environment, with friendly and respectful people who genuinely appreciate each other's contributions.
- HI recognises that volunteers have busy lives, and are flexible in terms of schedule; work hours, locations, and general autonomy around how volunteers perform their duties.
- HI prides itself on an innovative approach to program development and idea incubation, welcoming new initiatives from volunteers, exposing volunteers to modern approaches to problem-solving.
- Volunteers are highly valued and respected, with transparency and equal opportunities for everyone.
- HI provides training and learning opportunities to enhance volunteers' skills and knowledge in new ways of working and domain specific information (e.g., Human Centred Design Thinking and the Youth Justice system in WA).
- Volunteers have access to knowledgeable and supportive leaders who are passionate about the organisation's mission and goals.
- Volunteers have the potential to take charge and lead, with opportunities for increased autonomy and responsibility.

Hello Initiative is an equal opportunity employer and encourages Aboriginal and Torres Strait Islander peoples, people with disabilities, people of all backgrounds including LGBTQIA+ individuals and people from diverse cultural and linguistic backgrounds to apply for positions within our organisation.

For a discussion of this role or to learn more including a discussion on how we can improve access and support you to apply, please call Aish Srinivas, Chief People Officer, on 0466 005 476 or email [aishwarya@helloinitiative.org.au](mailto:aishwarya@helloinitiative.org.au).