

Burnett Foundation Aotearoa

POSITION DESCRIPTION

Employee	
Position	Digital Marketing Specialist
Employment Basis	Permanent, Full Time (37.5 hours per week)
Location	National Office, 31-35 Hargreaves St, Ponsonby, Auckland
Reporting to	Marketing Team Lead
Team Purpose	This role sits within the marketing team, which is responsible for the organisation's behaviour-change marketing programme. The programme uses campaigns, activations, and engaging content to change social norms and behaviours, contributing to the organisation's wider work in developing individual skills and building the strength of communities.
Direct Reports	N/A
Key Internal Relationships	<ul style="list-style-type: none"> • Marketing Team Lead and Marketing Team • Marketing, Communications and Fundraising Manager • Communications and Fundraising Teams • Services and Outreach Team • Policy and Science Team • Finance and Administration Team
Key External Relationships	<p>Key organisations and individuals relevant to our marketing programme, including:</p> <ul style="list-style-type: none"> • Rainbow and Takatāpui communities, especially gay, bisexual and other men who have sex with men (MSM), trans and non-binary people who have sex with MSM, and people living with HIV • Other organisations, individuals or groups working to improve rainbow and Takatāpui sexual health and the lives of people living with HIV • Service providers including creative agencies, media suppliers, media agencies and digital agencies.
Role Purpose	<p>The Digital Marketing Specialist will:</p> <ul style="list-style-type: none"> • Contribute to the development and management of integrated digital initiatives and content across web, social media, SEO, SEM, and other digital marketing platforms • Work with the Marketing Team Lead to implement and monitor a digital marketing strategy • Recommend, develop, and implement the digital requirements to support projects ensuring that best practice digital marketing principles are applied • Continually review activity on our digital presences to ensure ongoing effectiveness including reporting, process, results and analysis • Project-lead website design and development initiatives, including management of external suppliers

	<ul style="list-style-type: none"> • Work with external creative, digital and media agencies/suppliers, constantly monitoring and optimising performance for conversions
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<p>Who we are</p> <p>We have been at the forefront of the community response to HIV in Aotearoa for more than 30 years, a history we're very proud of.</p> <p>With the same passion and commitment as those who came before us, we are working hard to prevent HIV transmission, reduce stigma and maximise the wellbeing of those most affected.</p> <p>Through our community engagement, behaviour-change marketing campaigns, and testing and therapeutic support services, we reach people across the country.</p> <p>As a registered charity, our work is made possible through funding from the Ministry of Health, passionate trust foundations and donations from like-minded individuals who share our vision. Together, we are working towards an Aotearoa with zero HIV transmissions where people living with or affected by HIV flourish.</p>

Key Areas of Responsibility and Ownership

<p>Digital Marketing and advertising</p> <ul style="list-style-type: none"> • Work with the Marketing Team Lead to implement and monitor a digital marketing strategy • Support the development of projects and integrated content across web, social media, SEM, SEO and other digital advertising platforms • Monitor and optimise live digital advertising campaigns, led by performance and engagement • Produce regular digital marketing evaluations that provide insight and indicate areas for continuous improvement • Proactively identify opportunities to trial and distribute our social marketing messages in innovative, targeted, and engaging ways across digital media • Manage delegated project budgets effectively, including forecasting, tracking and reconciliation
<p>Website and conversion rate optimisation (CRO)</p> <ul style="list-style-type: none"> • Lead website design, development, and user-experience improvement projects with external digital agencies. • Work with suppliers to A/B test new initiatives aimed at increasing key conversions for our team • Analyse and monitor key performance indicators, including web traffic, site conversions, user journeys, etc., identifying opportunities to improve performance and increase conversions to support KPIs
<p>Relationships and Partnership</p> <ul style="list-style-type: none"> • Develop effective communications and processes to generate internal buy-in, support and ideas from other teams for digital projects. This includes timely involvement of other teams at appropriate stages of development and internal briefs. • Build and enhance relationships with individuals, organisations and agencies that support the implementation of marketing activities
<p>Self-Development</p> <ul style="list-style-type: none"> • Through our Performance Review process, establish personal/professional development needs/goals that support success in the role of Digital Marketing Specialist. • Maintain familiarity with relevant evidence and best-practise in HIV prevention and health promotion.
<p>Health & safety and Wellbeing</p> <ul style="list-style-type: none"> • Proactively support the creation of a positive health and safety culture. • Ensure a clear understanding and knowledge of health and safety policies and procedures. • Ensure a clear understanding of the hazards and control measures associated with daily operations. • Contribute to a positive and inclusive work environment, one that respects each other and values diversity.
<p>Any other reasonable task which is consistent with the overall purpose of the position.</p>

Skills, Experience & Qualifications.	
Essential	<ul style="list-style-type: none"> • Experience in marketing through digital platforms used by gay and bisexual men • Knowledge of user-experience design, web design and web development • Experience in conversion rate optimisation (CRO) and AB testing across a range of platforms • Experience in the monitoring and evaluation of digital marketing performance • Experience working with, understanding of, or commitment to, gay and bisexual men • Ability to work and communicate effectively with the diverse groups impacted by HIV in New Zealand. • Ability to hold relationships with organisational partners • Self-motivated and able equally as effectively in a team environment or independently. • Ability to prioritise work effectively, manage changing and conflicting demands and expectations. • Professional approach to sexuality and sexual issues.
Preferred	<ul style="list-style-type: none"> • Knowledge of HIV, sexual health issues and specific health issues facing men who have sex with men in New Zealand • Lived experience in one or more of our priority populations (men who have sex with men, people living with HIV, Māori, people from high HIV prevalence countries) • Previous experience in HIV prevention work • Knowledge and/or experience of the not-for-profit sector
Technical / Practical	<ul style="list-style-type: none"> • Ability to work flexible hours • Understanding and ability to manage personal/professional boundaries. • Excellent oral and written skills in English. • Excellent computer skills including Microsoft Office programmes. • Experience using content management systems (CMS), including basic HTML/CSS knowledge • Experience using the Adobe Creative Suite or similar for developing digital creative
Cultural Responsiveness	We welcome applications from prospective employees who already have some knowledge of tikanga Māori and te reo Māori. It is essential that all employees demonstrate willingness to learning in these areas.
Qualifications	<p>A tertiary qualification in at least one of: Social Marketing, Digital Marketing, Marketing or Communications.</p> <p>Equivalent work experience may be considered in lieu of a qualification.</p>

Position Description Acceptance

I _____ (employee) _____ (date)

have read and agree to accept and work by the above Position Description.

I _____ (manager) _____ (date)

agree that this Position Description is accurate and current.