Role Description

Caritas
AUSTRALIA

End poverty
Promote justice
Uphold dignity

Digital Product Specialist

As the Digital Product Specialist, it's my role to implement CA's website strategy and maximize functionality, performance, optimisation and integration of the platform as the core of CA's content and digital ecosystems.

I am a member of:

Marketing Communications team

I report to:

Digital Lead

My role is based in:

Alexandria, Sydney

My role is classified:

SCHADS Level 4

[Currently Vacant]

I am committed to:

- the mission of Caritas Australia in our quest to end poverty and injustice through the realisation of human dignity for all people

- the principles of Catholic Social Teaching which underpin our work, such as dignity of the human person and the common good

- our Code of Conduct which outlines the professional behavior that is expected of me

- the safeguarding of children and vulnerable people in line with laws, standards and Caritas Australia's policies and procedures

In my role, I am accountable for:

- Developing CA's web strategy in collaboration with the Manager, Marketing & Communications and the Digital Lead, and implementing to ensure functionality and performance.

- Maintaining the CMS, including updating content, and enabling the support and maintenance in development, production and live environments across the main site and landing pages.

- Liaising with external stakeholders to ensure outsourced projects and tasks related to CA websites are delivered on time as for agreed requirements.

- Advising on and maintaining plugs ins and applications to maximise optimisation and integrations with Salesforce and other products.

- Monitoring performance, testing and resolving of issues, including troubleshooting around key issues, facilitating hosting and user journeys.

- Maintaining and reporting via Google Analytics and Google dashboard including campaign set up and analysis.

- Maintaining, optimizing and reporting on CA digital platforms including YouTube, Vimeo and Google My Business.

- Engaging with and advising CA staff across departments regarding their website requirements.

For this role I need these skills and experience:

- Bachelor's degree in digital marketing or related field.

- Demonstrated experience in digital/web products, in particular experience with CMS platforms such as Umbraco and Wordpress, and digital platforms such as Raisely, YouTube.

- Experience in utilizing a range of martech such as Google Analytics, Marketing Cloud, Salesforce, Zapier, Google Tag Manager, Hotjar.

- Demonstrated technical aptitude in the use of key software – particularly the Adobe Suite, Microsoft Visio and Issuu.

- Proven track record in digital platform delivery that achieves organisational KPIS.

- Demonstrated experience in building trustful and positive working relationships with collaborative teams, including integrative cross-team environments.

- Experience in concurrently managing projects in a fast-paced, agile environment.

In my role, I will interact primarily with:

- Digital Lead – to keep informed on work in progress, receive guidance and to escalate issues as required.

- Marketing Communications team – to collaborate in order to deliver the best digital user journeys for CA supporters and stakeholders as well as to adhere to all compliance requirements.

- Fundraising team – to provide advice, data reporting and feedback on CA's website supporter journeys in order to collaborate on best process and outcomes.

- Community Engagement team – to provide advice, data reporting and feedback on CA's website user journeys in order to collaborate on best process and outcomes.

For this role I am required to have:

1. Police check
2. Counter terrorism clearance