

POSITION DESCRIPTION

Cancer Council Australia is the nation's leading non-government cancer control organisation. It develops and promotes independent, evidence-based policy and information on cancer prevention, detection, treatment and care. It supports its members, the eight state and territory Cancer Councils, to: undertake and fund cancer research; prevent and control cancer; and provide information and support for people affected by cancer.

JOB TITLE:	Digital Analytics & Projects Specialist	STATUS:	6-month contract [possible extension]
LOCATION:	Sydney	HOURS:	35 hours per week
REPORTS TO:	Head of Digital	POSITION NO:	CCA-DIGI-08

Organisational context

This position is part of Cancer Council Australia's digital team. Our primary role is to influence the advancement of digital communication across the Cancer Council Federation, specifically in relation to our web presence and digital resources. The digital team also has significant influence in establishing and executing the digital strategy across Cancer Council Australia's entire digital ecosystem with the goal of advancing our digital presence in the Australian charity and cancer environments.

Role description

We are looking for a passionate and energetic digital guru who has a keen eye for detail and loves data, measurement and analytics. This is a great opportunity for someone to work across multiple areas of the organisation guiding us to best practices, user-centric strategies and data driven campaigns.

This role provides the opportunity for a motivated individual to get involved across a wide variety of Cancer Council sites and projects to help tell our story and share our impact.

To be successful, you should be a driven, proactive and strategic specialist who is comfortable working independently as well as part of a broader team to deliver a wide range of projects.

We offer a competitive salary with generous salary sacrificing options and a real work/life balance.

Main challenges

This role has three main priorities:

1. **Performance Metrics & Analysis** – Manage GTM & GA setup for all sites and campaigns. Setup, manage and analyse dashboards (Data Studio and/or PowerBI) to monitor campaign success and inform ongoing strategy for development & optimisation.
2. **Project Management** - Coordinate requirements and scope of works for site changes and other new initiatives such as microsites & mission/impact campaigns. You will also be the main digital point of contact on these projects for relevant teams and committees across the Cancer Council Federation.
3. **Digital Strategy** – Collaborate with key stakeholders and provide strategic digital input to influence the broader campaign strategy and ensure the digital strategy aligns accordingly.

Primary accountabilities

1. Priority One – Performance Metrics & Analysis
 - Identify metrics to track core campaign objectives (both web & comms metrics) in collaboration with product/project owner
 - Implement necessary tags/triggers for site through GTM
 - Establish or update relevant dashboards to align with campaign objectives (Data Studio and/or PowerBI)
 - Coordinate with relevant groups to align priorities for campaign tracking implementation
 - Monitor performance of key metrics throughout campaigns and provide real-time feedback on potential optimisations to relevant campaign/project owner
 - Provide post-campaign reporting and analysis to advise future strategy for relevant campaigns
2. Priority Two – Project Management
 - Develop scope of works (SOWs) in coordination with wider digital team to deliver strategy brief for relevant project
 - Manage deliverables of strategy roll out to ensure deadlines are met
 - Act as main digital point of contact for all relevant groups/committees for these projects
 - Develop digital timelines to be incorporated into wider campaign timelines for relevant campaigns
 - Contribute to a yearly project timeline to adequately manage resources
 - Coordinate User Acceptance Testing (UAT) with wider Digital Team and appropriate stakeholders as necessary
3. Priority Three – Digital Strategy
 - Collaborate with key strategic and operational stakeholders for relevant campaigns to develop and evolve the campaign strategy
 - Communicate key points of the campaign strategy to our wider digital team
 - Work with wider Digital Team to develop a digital strategy that supports this overarching campaign strategy
 - Advise on opportunities to increase engagement with web platforms
 - Ensure campaign digital strategies align with broader Cancer Council digital strategies
 - Work closely with relevant stakeholders to test, analyse and optimise sites to improve conversion of key metrics
 - Other tasks as required

Key relationships

- Head of Digital
- Lead UI/UX Designer
- Lead Developer & wider Digital Team
- Key stakeholders across the Cancer Council Federation as required
- Head of Media & Communications and Head of Mission Marketing
- Mission/Brand Marketing Team & Media/Communications Team

Selection criteria

Essential

- Minimum 2-3 years experience with analytics & tracking, specifically GA & GTM
- Demonstratable experience with Data Studio and visual presentation of data as well as ability to collate reports and determine insights to assist in decision making
- Minimum 1-2 years experience in project management
- Strong written and oral communication skills
- Strong ability to work across multiple projects simultaneously with competing deadlines
- Ability to manage competing priorities in coordination with wider team
- Experience working with cross-functional teams and demonstrated success in engaging diverse stakeholders
- Excellent stakeholder engagement skills in championing digital activities to achieve strategic outcomes
- Experience in managing external agencies
- Enhanced computer skills especially MS Office Suite & PM software (Teams, Monday, JIRA etc)

Desirable

- Understanding of and commitment to the not-for-profit sector
- Knowledge & experience with online fundraising, especially peer-to-peer fundraising platforms
- Knowledge of content management systems (CMSs)
- Experience with developing and implementing digital marketing strategy
- Experience with PowerBI
- Experience with SEM and Google AdWords

Reviewed by:	Head of Media & Communications Director of Finance & Corporate Services	Date	December 2020
---------------------	--	-------------	---------------