

POSITION DESCRIPTION (PD) FOR **Digital Marketing Manager**

All employees/workers within Catholic Mission must have a position description.

Position Title (Generic):	Manager	Position Title (Specific):	Digital Marketing Manager
Reporting to:	Director Communications & Digital	Direct Reports:	Digital Marketing Coordinator
Position Location:	(COMMS) Communications & Digital If Other, please identify: Click here to enter text.	Position Code:	DMS-FT
Full Time Equivalent (FTE):	Full-time=1.0FTE Fixed Term 14 months	Date:	3/02/2026
Financial Authority:	<input checked="" type="checkbox"/> Authority level to \$3000 <input checked="" type="checkbox"/> Credit card to monthly cap of \$3000	Rem Code:	GH
		Rem Steps:	From: S25 To: S32
		Award	No Award - ACBC guidelines
About Catholic Mission	<p>Catholic Mission is the Pope's international mission agency in Australia. We partner with communities, helping them to flourish by supporting grassroots projects, including healthcare, education, and faith formation, and being an active voice for human rights. For over 100 years in Australia, and 200 years as a global network, we have provided crucial funding and project support to communities most in need across Africa and the Middle East, Asia, the Pacific, and the Americas.</p>		
Purpose of Role	<p>This position exists to develop and execute the digital strategy to position Catholic Mission (CM) as a leader in digital communication and engagement within the sector. This role requires a strategic, data-driven, and results-oriented approach to digital marketing, and audience engagement across multiple platforms.</p> <p>The primary focus of this job is to:</p> <ul style="list-style-type: none"> Oversee digital campaigns, digital tactics, performance marketing, website management, CRM integration with online platforms, and data analytics, ensuring all activities align with CM's vision, mission, and strategic priorities. Manage key platforms, processes, and team operations to drive digital growth and innovation. 		

Primary Duties & Key Performance Indicators (KPIs)

Key Responsibility Areas – Expected End Results	Key Performance Indicators (KPIs) – Measures of Success
1. Digital Strategy and Execution.	<ul style="list-style-type: none"> Develop, implement, and optimise CM's digital marketing strategy. Ensure digital activities align with organisational priorities, audience needs, and industry best practice. Communicate and collaborate with internal stakeholders to deliver high-impact digital initiatives. Collaborate with external stakeholders to enhance organisation outcomes. Advocate for digital transformation and innovation within the organisation. Represent CM's digital strategy in internal meetings and external partnerships. Act as a key liaison between internal teams to ensure alignment of digital initiatives with organisational priorities. Provide strategic leadership for the digital team, fostering a collaborative and high-performing culture.

	<ul style="list-style-type: none"> • Drive digital innovation by identifying and integrating new technologies, tools, and trends into CM's digital strategy. • Stay ahead of industry trends and continuously test new approaches to enhance donor engagement, campaign effectiveness, and digital experience. • Champion digital literacy within the organisation, helping teams understand and leverage digital channels effectively. • Provide reports on new digital and artificial intelligence innovations and make appropriate recommendations to the Strategic Leadership Forum (SLF). • Custodian of the following CM policies/procedures: <ul style="list-style-type: none"> ◦ CM's Artificial Intelligence (AI) policy and procedure. ◦ CM's Privacy Policy on the CM website. ◦ Safeguarding Children and the Vulnerable in Story Telling and the Media.
2. Performance Marketing and Digital Advertising.	<ul style="list-style-type: none"> • Plan, execute and manage digital advertising campaign to drive mission-growth and impact-driven fundraising goals. • Oversee paid media across digital channels (Google Paid, google grant, Meta, Display, X). • Collaborate with internal teams to create campaigns. • Collaborate with external stakeholders to optimise impact and outcomes of campaigns. • Prepare monthly and quarterly performance reports for the SLF.
3. Website and Platform Administration.	<ul style="list-style-type: none"> • Oversee management and optimisation of CM's digital assets, including, but not limited to: the CM website, Socktober Website, MOM website, Fundraise Up and Shopify. • Ensure CM's digital platforms are optimised according to best practice. • Use data-driven insights to continuously refine platform effectiveness and opportunities. • Serve as the administrator for Marketing Cloud and Marketing Cloud Intelligence.
4. Fundraising and Supporter Engagement.	<ul style="list-style-type: none"> • Deliver effective multi-channel digital fundraising campaigns to drive income and new supporter acquisition. • Leverage digital storytelling, targeted campaigns and audience experience to enhance supporter engagement. • Collaborate with internal teams to deliver integrated fundraising strategies.
5. Data and Analytics.	<ul style="list-style-type: none"> • Ensure activities are data driven and align with CM's vision, mission, values and strategic priorities. • Use data insights to refine the digital strategy, improve audience segmentation, and enhance campaign performance • Co-lead the monthly marketing report for CM and deliver to the SLF. • Oversee digital reporting, providing actionable insights to inform future strategies.
6. Team and Process Management and Continuous Improvement.	<ul style="list-style-type: none"> • Manage the operational tasks and deadlines of the digital team, ensuring that all projects are delivered on time, and in alignment with strategic objectives. • Collaborate with all teams to achieve efficient and high-impact outcomes. • Support training and upskilling initiatives within the team to enhance digital capability and expertise. • Develop and manage the digital marketing budget, ensuring cost-effectiveness and maximising return on investment (ROI) on digital campaigns. • Oversee external vendors, agencies, and consultants to ensure high-quality service • Document and maintain the documentation for digital processes for the organisation.
7. Compliance and Risk Management.	<ul style="list-style-type: none"> • Ensure all digital marketing activities comply with data protection regulations, industry standards, and CM's ethical guidelines. • Mitigate risks related to digital security, brand reputation, and donor privacy by implementing best practices and staying informed on emerging issues. • Collaborate with CM's data analysts to ensure compliance with relevant policies and guidelines.

8. Comply with CM's Safeguarding of Children and Vulnerable Adults policy and code of conduct.	<ul style="list-style-type: none"> Comply with best practice for safeguarding children and vulnerable people in accordance with established laws, standards and organisation policy and procedures. Breaches are identified and reported where appropriate, in order to eliminate or prevent the abuse of children and/ or vulnerable people. For those in managerial or supervisory roles: Promote and implement safeguarding training (including induction and ongoing training), safeguarding practices and record-keeping within CM.
9. Comply with CM's work, health and safety measures and standards.	<ul style="list-style-type: none"> Comply with best practice for safe work practices in accordance with established laws, standards and organisation policy and procedures. Risks/hazards are identified and reported where appropriate, in order to eliminate or prevent the risk recurring. Consultative processes provided by Catholic Mission are engaged. For those in managerial or supervisory roles: Promote and implement workplace safety training (including induction and ongoing training), practices and record-keeping within CM.

Challenges of the Position

- Simultaneous management of multiple digital platforms and stakeholders.
- Keeping up with digital innovation and compliance requirements.
- Conflicting priorities and high demand periods.

Person Specification			
Essential	Knowledge	Desirable	Knowledge
	<ul style="list-style-type: none"> Digital Marketing Strategy – Multi-channel strategy across SEO, paid media, social, content, and email. Customer Relationship Management (CRM) and Marketing Automation – Experience with Salesforce Marketing Cloud or similar platforms. Digital Advertising – Managing Google Ads (paid & grant), Meta Ads, and Display. Data and Analytics – Tracking, analysing, and reporting digital performance. Website and Platforms – Managing CMS platforms (WordPress, Funraisin', Shopify, Fundraise Up). Privacy and Compliance – Knowledge of GDPR, Australian Privacy Act, and ethical fundraising. 		<ul style="list-style-type: none"> Fundraising and Supporter Engagement – Digital supporter acquisition and retention strategies. Salesforce Ecosystem – Broader CRM knowledge beyond Marketing Cloud. Emerging Tech & AI – AI-driven automation, chatbots, and predictive analytics. Project Management Tools – Knowledge of Monday.com or similar platforms for tracking tasks, deadlines, and workflows. Basic Coding – Understanding of HTML, CSS, and email troubleshooting.
Essential	Experience	Desirable	Experience
	<ul style="list-style-type: none"> Demonstrated experience (5+ years) in the digital marketing area, including 2+ years in management position. 		<ul style="list-style-type: none"> Demonstrated experience in managing digital fundraising campaigns for supporter acquisition/retention.

	<ul style="list-style-type: none"> • Demonstrated experience in delivering multi-channel campaigns across advertising, social, email, and content. • Demonstrated experience in digital performance analysis • A minimum of 2 years managing external stakeholders (agencies, vendors, internal teams). • Strong project management ability in high-demand fundraising periods. 		<ul style="list-style-type: none"> • Hands-on experience of at least 2 years with Craft CM, Funraisin', Fundraise Up, Salesforce, and shopify. • Solid experience of at least 2 years in integrating digital with broader campaigns (direct mail, traditional media). • Experience in platform: Funraisin' • Experience in MCI marketing Cloud Intelligence
Essential	Skills	Desirable	Skills
<ul style="list-style-type: none"> • Team Leadership – managing, mentoring, and motivating a team. • Project and stakeholder management – coordinating multiple projects and teams. • High attention to detail – accuracy in content, campaigns, and reporting. • Strategy execution – implementing high-impact digital marketing strategies. • Technical proficiency – hands-on with Salesforce Marketing Cloud, Google Ads. • Budget and resource allocation/management – maximising ROI on digital spend. • Problem solving and innovation – identifying trends and improving processes. 			<ul style="list-style-type: none"> • Advanced ability in use of the Adobe Suite.
Other	<ul style="list-style-type: none"> ✓ All applicants must be eligible to work within Australia. ✓ A Criminal History Check is required for this position. ✓ If FTE (full-time equivalent)=1.0, you will receive a Mobile Phone Allowance of \$325.00pa. If FTE is less than 1, you receive a pro rated Mobile Phone Allowance. ✓ Commitment to CM's agency requirements, including attendance at staff and management meetings; completion of all finance and operational reporting requirements as per CM's policies and/or line manager's directive, adherence to program, HR and Finance policies and procedures. ✓ This position requires occasional national travel. 		

Key Stakeholders/Relationships	
Internal	<ul style="list-style-type: none"> • Director Communications & Digital • Technology & Systems Director • Digital Marketing Coordinator • All teams within National Office, including but not limited to Fundraising, Mission Formation and Programs.
External	<ul style="list-style-type: none"> • Website Developers • Peer-to-peer platform • Digital marketing consultants • Salesforce partners

PREPARED BY		REVIEWED BY	
Name	Simone Medri	Name	Sharon Messina
Position Title	Director of Communications and Digital	Position Title	HR Director
Date	3/02/2026	Date	3/02/2026
AUTHORISATION: 1st Level			
Name	Peter Gates		
Position Title	Deputy National Director		
Date	10/02/2026		