Digital Marketing Specialist

Humane World for Animals

Do you **love animals** and want to use your skills to drive positive change for them?

Are you a **digital marketer with great technical skills** who loves to analyse performance to increase engagement?

An exciting opportunity now exists for a talented **Digital Marketing Specialist** to join the Humane World for Animals (formerly Humane Society International) team.

Humane World for Animals is working to build a humane world for all animals by addressing cruelty and suffering, advocating for policy change and creating lasting solutions.

Reporting to the Head of Communications, the **Digital Marketing Specialist** will drive digital strategies to achieve Humane World for Animals' fundraising, campaign and brand awareness goals, manage online channels, and engage stakeholders. They will work collaboratively with the Digital Content Coordinator to create compelling content, manage digital campaigns, and track performance to maximise impact in delivering our mission—to build a humane world for all animals by addressing cruelty and suffering, advocating for policy change, and creating lasting solutions.

The position will liaise closely with Australian campaign and fundraising teams and global colleagues to ensure an integrated approach.

- **Supportive, high-achieving team based on Sydney's Northern Beaches**
- **Backed by the expertise, energy and resources of a newly re-branded global organisation with offices around the world**
- **Dynamic role suited to great communicators and team players**
- **Pet-friendly office, with work from home hybrid arrangements**

Key responsibilities

- Develop and implement an integrated digital marketing strategy aligned with Humane World for Animals' goals, including website, social media, email, and paid advertising
- Plan, execute, and optimise omni-channel marketing campaigns including paid and organic digital promotions to drive awareness, engagement, actions and donations
- Work with the Digital Content Creator to manage engaging and relevant content for online and offline channels, and ensuring consistent branding and messaging
- Monitor campaign performance, analyse data, and provide recommendations for improvement

- Manage and optimise various digital channels, including website, social media, and email marketing platforms
- Use data and analytics to track performance, measure ROI, and inform decision-making
- Working with the Head of Communications, the Head of Fundraising and the Heads of Campaigns and Programs as well as global colleagues allocate digital marketing budgets effectively
- Stay up to date on the latest trends and best practices in digital marketing and fundraising.

About You

- A bachelor's degree in marketing, communications or similar
- At least five-years' experience in not-for-profit digital marketing
- Post graduate qualifications in digital marketing, data analytics or digital communication (desirable)
- Expertise in developing digital fundraising journeys for maximum donor engagement to grow online revenue
- Expertise in increasing actioner engagement to help achieve campaign goals
- Excellent technical skills to build web pages, electronic digital mail pieces and digital advertising campaigns
- Advanced analytic skills to measure success of online marketing efforts and action knowledge gained to improve results
- Expertise in working with Customer Relationship Management software including Salesforce, Engaging Networks and Orrto
- Ability to work as part of a small team and to juggle competing priorities
- Excellent communication skills
- Commitment to Humane World for Animals mission and values
- Ability to work under pressure, multi-task and meet deadlines.

This is a full-time hybrid role with three days in the Avalon office and two days WFH.

To apply please submit a cover letter listing your experience against the duties and responsibilities and resume to **adminau@humaneworld.org by 12 June 2025**.

Applicants will be reviewed on an ongoing basis so if this sounds like you, we encourage you to apply as soon as possible.