

Growth & Engagement Officer (Services)

Department: Marketing & Sales
Reports to: Manager, Growth and Engagement
Location: Southbank, Brisbane

Position Purpose

In consultation with the Manager, Growth and Engagement, the Growth & Engagement Officer (Services) is responsible for the development, implementation and optimisation of multichannel digital campaigns across various services teams with a focus on meeting and exceeding agreed KPIs.

Position – Key Result Areas

The G&E Officer (Services):

- Works in consultation with the Manager, Growth and Engagement in delivering against each of the areas of accountability outlined below.
- Is a member of the Marsales team with shared responsibility for the effective operation of systems, channels and processes that support the organisation’s programs and services, with a focus on quality and continuous improvement.
- Works collaboratively across various services teams coordinating the implementation of agreed digital and direct communication, acquisition and retention strategies, to support the achievement of agreed business objectives and community outcomes.

Accountability [1-4] Has direct responsibility over	[1]	Recommends, advises, interprets	[2]
Shares responsibility with others	[3]	Provides information	[4]

Planning and Business Development

Contributes to the planning and development of each service offering across digital and direct channels as part of overall marketing and sales campaign planning process. [1]

Works collaboratively within the Sales and Marketing teams, sharing ideas and contributing to strategic and operational discussions. [1]

Maintains up-to-date knowledge of the latest digital trends and best practices with a view to continuously updating sales strategies to take advantage of innovation in technology, market trends and relevant tactical opportunities. [1]

Campaign Implementation and Reporting

Define, deliver and optimise the campaigns related to specific service areas, with a focus on meeting/exceeding KPIs, whilst building loyalty among target audience segments [1]

Manage the implementation of multi-channel digital and direct campaigns within budget and to schedule across the following paid and organic channels:
Above the line media, Email, SMS, Social, Search, Direct Mail, 3rd party affiliate

Compile key campaign reports using platform analytics and/or third-party tools for all channels. [1]

Management of the services campaign pipeline including campaign setup, conversion tracking, pixel troubleshooting, creative testing, lead generation, remarketing and optimisation [1]

General

Other duties as directed by the Manager, Growth and Engagement [1]

Comply with Deaf Connect policies and procedures for workplace health and safety, ensuring that you do not place yourself or others at risk of injury. [1]

Understand and work within the relevant parts of the Deaf Connect quality management system. [1]

Decision Making Decisions

Recommendations

Time management and work priorities.
Digital and direct channel processes.

Digital and direct channel strategy and initiatives including key stakeholder engagement and consideration of community impact and outcome.

Primary Relationships

Internally in Deaf Connect

Purpose / Relationship

Manager, Growth and Engagement

Line management and development, recommendation, reporting, advice and support

Head of Marketing and Sales

Recommendation, reporting, advice and support

Sales and Marketing teams

Communication, information and teamwork

External to Deaf Connect

Purpose / Relationship

Customers and community

Sales, engagement, service and support

Persons/functions that report to this position

Role / Relationship

Nil

N/A

[N]	None	[L]	Little need	[D]	Desirable
[M]	Moderate	[I]	Important	[C]	Critical

	N	L	D	M	I	C
Leading				*		
Innovating					*	
Planning						*
Organising						*
Patience & Friendliness					*	
Customer/Client Orientation				*		
Financial Acumen					*	
Administration					*	
Auslan				*		
Professionalism					*	
Acceptance					*	
Problem Solving						*
Deciding					*	
Implementing						*
Communicating						*
Flexibility					*	
Consulting					*	
Participating					*	

Selection Criteria

Essential

- Experience in relevant paid platforms: Google Ad Suite (Ads & GA4) for paid search and primarily Facebook Business Manager for paid social.
- Experience in using social media scheduling software
- Experience in Conversion Tracking and Analytics – setting up and troubleshooting conversion paths & pixels.
- Experience with marketing EDM & SMS platforms.
- WordPress experience will be needed for managing marketing elements of the corporate website (Events, content optimisation, etc)
- Highly organised and capable of managing multiple campaigns at any one time, including planning, tracking and reporting on their performance.
- Understanding of data, metrics and analysis with the ability to provide insights, learnings and recommendations for improvement.
- Sound communication skills and an ability to collate and present information and recommendations to the wider team.

Desirable

- Experience across other social media paid business ad managers – LI, X, TikTok, Snapchat, etc.
- Qualifications in a related discipline and/or equivalent knowledge, skills and experience with an ongoing commitment to professional development.
- Strong digital marketing background with a focus on delivering campaign KPIs and media metrics
- Auslan skills, or willingness to learn.
- Experience using email marketing platform Klaviyo highly regarded
- Internal project management software experience