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| **Job Title:** | Digital Marketing Manager |
| **Team/Group:** | Marketing and Communications |
| **Job Reports to:** | Head of Marketing and Communications |
| **Location:** | Te Whare Manawanui Auckland |
| **Operating Unit:** | The Marketing and Communications team is responsible for generating Heart Foundation brand awareness, relevance, and engagement throughout New Zealand by creating, developing, and implementing strategic marketing and communications initiatives. The team also supports internal business units to achieve their goals and strategies by providing marketing and communications expertise and services. |
| **Job Purpose/Objective:** | The role is a blend of day-to-day management of digital marketing activities and the leadership of strategic digital initiatives. This role combines business-as-usual (BAU) operations and driving innovation and excellence in all aspects of digital marketing. The role holder will manage a small but highly skilled team responsible for our website, digital campaigns and performance, ensuring alignment with our strategic goals. This role combines leadership, operational execution, and a results-driven approach to delivering digital initiatives. |
| **Reporting Structure/Direct Reports:** | Digital team members |
| **Limits of Authority:** | As outlined in the Heart Foundation’s Delegation of Authority policy. |
| **Key Responsibilities/ Tasks:** | **People leadership**   * Recruit, support, coach and develop digital marketing team members to be high performing individuals that work collaboratively and cohesively to meet organisational goals. * Foster a collaborative and innovative team culture. * Provide guidance, feedback, and support to team members to enhance their skills and output. * Manage overflow effectively by providing delivery support and/or engaging external expertise when needed. * Recruit and retain high performers, providing clear expectations of performance, regular feedback and development plans to enable personal and professional growth. * Ensure the Heart Foundation fully meets all health and safety obligations for team members. Promote a strong health and safety culture and adherence to procedures, policies and guidelines.   **Digital marketing operations and strategy**   * Establish and monitor KPIs and performance metrics. * Manage budgets effectively where required. * Triage and prioritise digital marketing support requests. * Present performance updates, and project progress to senior leadership and key stakeholders. * Work with the Head of Marketing and Communications to develop a long-term customer centric digital plan consistent with the Heart Foundation’s charitable purpose and goals. * Implement and operationalise strategic initiatives. * Coordinate resources and timelines. * Ensure digital marketing activities are delivered as part of Heart Foundation campaigns or initiatives. * Take the lead on digitally focused projects, coordinating internal and external resources, managing priorities, and ensuring effective execution.   **Support decision making**   * Use analytics tools to measure the effectiveness of digital campaigns and other digital platforms e.g. social media, website, direct email. * Provide actionable insights and recommendations based on data to improve user experience, organisational efficiencies and campaign performance.   **Innovation and continuous improvement**   * Stay informed about digital marketing trends, tools, and technologies. * Identify opportunities to enhance digital marketing efforts and improve ROI. * Test new approaches to engaging audiences.   **Collaboration and communication**   * Work closely with and support marketing and communications team members to deliver cross-functional activities. * Foster strong relationships across departments to align digital marketing initiatives with organisational goals. * Develop strong relationships with IT and Data Services team members to ensure website and platform functionality, optimal user experience, and the successful implementation of marketing technologies. * Proactively engage with stakeholders to gather insights and ensure alignment with their expectations. * Work closely with the Marketing Content Manager on effective reporting processes that help to inform and improve content for Heart Foundation audiences. * Manage relationships with external agencies, vendors, and partners as needed.   **Other duties:**   * Perform other duties as may reasonably be required from time to time. * Participate in the continuing improvement of the Heart Foundation’s performance and reputation, and provide positive contribution to the functioning of the Marketing and Communications team and the wider organisation. * Cardiopulmonary Resuscitation (CPR) Training. Maintain current CPR practicing status in accordance with the Heart Foundation’s policy at the Heart Foundations expense. |
| **Key Relationships:**  **Internal/External** | Communications Manager  Marketing Content Manager  Marketing and Communications team members  Fundraising & Partnerships  Shared Services  Care & Support  Prevention  Digital partners and suppliers |
| **Key Capabilities needed to succeed:**  Including qualifications, experience and skills | **Qualifications and Skills:**   * 3-7 years’ experience demonstrating your ability to lead and develop teams. * Strong track record in delivering successful digital marketing campaigns across various channels. * Proficiency in online marketing, including paid advertising, content marketing, and email automation. * Strong implementation skills with the ability to operationalise strategic plans. * Demonstrated experience leading digital projects. * Excellent project management skills, with the ability to manage multiple priorities and deadlines. * Proficiency in digital marketing tools (e.g. Google Analytics, Semrush, Sprout, Meta Business Suite, Campaign Monitor) and CMS platforms. * Strong analytical skills with the ability to interpret data and generate insights. * Exceptional stakeholder management and engagement skills. * Knowledge of UX/UI best practices and website development processes. * Excellent communication, collaboration, and interpersonal skills. * Ability to inspire and motivate others to achieve shared goals. * Bachelor’s degree in a related field (or equivalent experience). |

*The job description above gives a general overview of the role and level of work to be performed by the incumbent. It is not a prescriptive list of all responsibilities and skills required. Reasonable changes to the role may be made if appropriate.*