

Digital Coordinator

November 2022

You can help charities and not-for-profits have even greater Kingdom impact.

If you're passionate about faith-based organisations, committed to excellence and have an eye for detail, then you're invited to join our Australian team based in Sydney.

It's our core belief that fundraising is an opportunity to connect people to life-changing impact and move them closer to God's heart. Each day, we're investing into ministries for effective, scalable and sustainable growth so more lives can be transformed.

Built on over 30 years of experience, Dunham+Company is a strategic advisor in fundraising and marketing. Striving for excellence and best practice fundraising and marketing for ministries and faith-based organisations, we're passionate about equipping our clients with creative and data-driven solutions.

As a Digital Coordinator, you'll work with a range of inspiring clients. You will oversee the execution of digital strategies, driving towards solid fundraising outcomes for each team and client.

Summary of Role:

As a Digital Coordinator, you'll be a vital member of the digital team working with a range of ministry organisations. Digital Coordinators are responsible for executing strategies designed to achieve clients' digital objectives, an important driver of sustainable scalable fundraising.

The primary function of this role is to ensure the effective implementation of the projects related to the established strategy for each assigned client, including the prompt and accurate completion of those projects. This includes administration and project management as you move projects from concept to execution.

The Digital Coordinator will manage digital opportunities for multiple clients across multiple teams, and must manage time and priorities well. A grasp on digital basics and an eagerness to learn are essential. The Digital Coordinator is hard-working, accurate, detail-oriented, self-driven and accountable.

Responsibilities:

- Build and execute social media advertising campaigns through audience research and testing.
- Build and execute display advertising campaigns through audience research, testing and bid management.
- Build and execute search engine marketing campaigns through keyword research and bid management.
- Continually maintain and optimise accounts to improve performance over time.
- Document performance and report findings and recommendations.
- Oversee implementation of web/email projects in conjunction with the D+C digital team and Account Manager/Director.
- Maintain correct results reports for assigned clients as directed by Account Manager/Director.
- Liaise with assigned clients as directed by Account Manager/Director and as required to effectively complete projects.
- Engage in learning the Dunham+Company philosophy of fundraising, donor development, and direct response marketing.
- Proactively grow in understanding the various direct response and marketing techniques used within the industry and at Dunham+Company.
- Develop a solid understanding of the concepts related to the industry.
- Other duties as needed and as directed by the Account Director on assigned clients.

Requirements:

- Understanding of maths, data, statistics, and campaign results.
- Ability to remain accountable to your own schedule.
- Competent problem-solving skills.
- Excellent verbal and written communication skills.

Digital Coordinator has a desire to serve and enjoy being a team player, pursuing value-adding outcomes for clients through relationship building and exceptional customer service. They are driven by success and completion of task, a passion for communicating with people, a commitment to excellence, and attention to detail.

The role requires the use of your own vehicle, plus some domestic and international travel may be necessary.

Previous work with fundraising and/or ministry is highly desirable but not essential.

Reports to:

Director of Digital

Contact Details:

Please forward your resume with a cover letter outlining your passion for working with not-for-profit Christian organisations to:

Dunham and Company Australia
Berlinda Fortin, Operations Director
berlinda@dunhamandcompany.com

Applications close 15 November 2022

For further company information, visit our website www.dunhamandcompany.com.