

# Job Description

## Email Marketing Coordinator

<b>Department</b>	Fundraising
<b>Reports to</b>	Digital Marketing Manager
<b>Direct Reports</b>	Nil – <i>works closely with contractors, interns and volunteers</i>
<b>Grade</b>	Grade 7
<b>Status</b>	12 month contract, Full-time
<b>Location</b>	Greenpeace's normal places of business and or employee's home (on request)

### Role Purpose

As a member of the Digital Marketing team, and working closely with staff across the organisation, the purpose of the Email Marketing Coordinator will be to collaborate with coworkers across departments to nurture, engage and retain existing supporters and attract new supporters, thereby increasing digital engagement, campaign impact and funding for crucial Greenpeace Australia Pacific (GPAP) activities.

The Email Marketing Coordinator will play a key role in engaging supporters through the use of professional email marketing techniques to drive activism and income goals. They are responsible for the operational delivery of the mass email programme and helping ensure we send relevant and personalized communications about our campaigns. This will involve using expert knowledge of email marketing, data segmentation, engagement platforms and User Experience (UX) optimisation to work collaboratively across teams to operationalize our email communications.

<b>Greenpeace Values</b>	<b>Greenpeace Mindset</b>
Global Mindset	Greenpeace is an independent campaigning organisation, which uses peaceful, creative confrontation to expose global environmental problems, and develop solutions for a green and peaceful future. Our goal is to ensure the ability of the earth to nurture life in all its diversity. That means we want to protect biodiversity in all its forms; prevent pollution and abuse of the earth's ocean, land, air and fresh water; end all nuclear threats, and promote peace, global disarmament and non-violence.
Trust and Respect	
Values People	
Knowledge Sharing	
Goal Orientated	
Cutting Edge	

## Key metrics

Collaboration and Relationships

Planning and Implementation

Coordination

Compliance with Framework Conditions

## Role Responsibilities

### Collaboration and Relationships

Key Metric	How Success is Measured
<b>Effectively collaborated &amp; maintained relationships with GPAP digital stakeholders (internal and external)</b>	<ul style="list-style-type: none"><li>• Working across teams, implement effective email marketing to meet and exceed defined and agreed targets in terms of supporter engagement and financial measures</li><li>• Assist in the development of other digital engagement and fundraising programs as required</li><li>• Managing/Collaborating with volunteers and interns</li><li>• Brief and coordinate work to digital marketing agencies</li><li>• As required, work across teams to ensure that social media activity is engaging and grows our base of supporters, moving followers to supporters and advocates.</li></ul>

### Planning and Implementation

Key Metric	How Success is Measured
<b>Provided effective email marketing planning and implementation that aligned with GPAPs specific needs</b>	<ul style="list-style-type: none"><li>• Ensure delivery of engaging and effective communications via digital channels, with a focus on email.</li><li>• Coordinate the email programme for digital activism, campaign impact, lead generation, donations and supporter engagement.</li><li>• Provide support for landing page development (eg petition and donation pages) working with the UX Design Engineer.</li><li>• Meet ambitious targets for activism and online fundraising.</li><li>• Set up and monitor mass emails: advise on copy, segment audiences, create custom url parameters, gather data, and report.</li><li>• Generate ideas and action them for new supporter journeys, within the strategic framework set by the Digital Marketing Mgr.</li><li>• Manage the email calendar to optimise the supporter experience and provide detailed reporting on results back to stakeholders. .</li></ul>

<b>Coordination</b>	
<b>Key Metric</b>	<b>How Success is Measured</b>
<b>The use of Engagement Systems are fully optimised</b>	<ul style="list-style-type: none"> <li>• Act as the email marketing specialist within the organisation, assisting others with the set up of emails and landing pages.</li> <li>• Ensure key supporter information is tracked correctly and manage lists for targeted email campaigns (ensuring the audiences and the hierarchy of automated journeys are correct).</li> <li>• Work on optimisation and UX improvements (landing pages, A/B testing, calls to action, targeting, conversion optimisation, etc).</li> <li>• Support, train and develop the competency of colleagues in email best practices, report generation, and other technical needs.</li> <li>• Play a key role in projects related to digital engagement platforms</li> <li>• Manage social media activity as requested</li> </ul>
<b>Compliance with Framework Conditions</b>	
<b>Key Metric</b>	<b>How Success is Measured</b>
<b>Was compliant with Greenpeace policies and did not bring Greenpeace into disrepute</b>	<ul style="list-style-type: none"> <li>• Abide by Greenpeace Australia Pacific Code of Conduct and related Integrity Policies</li> <li>• Ensure that your personal or campaign activities will not bring Greenpeace into disrepute (in case of doubt you will be expected to discuss the issues with the Fundraising Director).</li> </ul>

## **Role Requirements**

### **Knowledge**

- Knowledge of digital marketing trends
- Knowledge of email marketing best practice
- Knowledge of social media strategy, content production, and community engagement
- Environmentalism
- Multivariate testing approaches, test plans and assessment
- Knowledge of ADMA policies and guidelines desirable.

### **Skills**

- Interpersonal relationship skills, in particular building constructive and long-term relationships with both internal and external parties
- Operational experience of email marketing platforms and email design best practice with ability to implement complex email campaigns and nurture journeys
- Landing page optimisation (we use Instapage, Wordpress and Hubspot) and UX
- Segmented journeys and complicated data processes
- Social media management, copywriting, basic asset production, tools inc Hootsuite/buffer, analytics and reporting
- Ability to use Google Suite, Trello and Slack
- Strong CRM, data and analytics skills (we use Salesforce, Google Analytics, Google Tag Manager, Civi and Data Studio) including UTM code construction and tracking

- Knowledge and/or experience using Autopilot /Hubspot / Salesforce Marketing Cloud an advantage
- Microsoft Excel: formulas, filters, sorting, etc
- High levels of motivation, personal drive and attention to detail.

**Experience**

- At least two (2) years' experience in a similar or related role overseeing major web appeal campaigns and/or email direct marketing programs
- At least two (2) years' experience in demonstrating excellent storytelling, copywriting, and copyediting abilities
- Experience with broader digital marketing skills: UX, SEM, SEO, programmatic
- Experience in customer experience and user experience thinking
- Experience in audience segmentation and implementation
- Strong time management, prioritisation and organisation skills.

<b>Employee Commitment</b>	
Signature:	Date: