

Position Description

Position Title	Digital Campaigner (Performance Marketing)		
Reports To	Digital Communications Manager		
Division	Digital Communications	Work Centre	Campaigns
Location	365 Queen Street, Melbourne		
Classification	Level 4	Mode	Fixed-Term, May 2025
Direct Reports	Nil	Date	October 2024

Position Purpose

Australian Unions are defending workers' rights and wages at next election. To help protect and advance workers' rights we are looking for an experienced and creative marketing professional to plan, develop and manage our campaigns across a range of platforms.

A commitment to trade union values and social justice is essential.

Role Responsibilities

- **Digital Ad Management:**
Manage the ACTU's digital ad spend across Meta, Google and other channels as required to deliver maximum reach, engagement and conversions.
- **Social Media Management:**
Take a hands-on role in managing our social media presence, curating content, engaging with followers, and driving growth through well-planned campaigns.
- **Data Analysis and Reporting:**
Implement and maintain programs to track the effectiveness of digital marketing campaigns. Deliver clear and insightful reports and suggestions for future content and strategies.
- **Strategic Thinking:**
Keep up to date with advancements and emerging technologies to propose innovative approaches for digital advertising, enhancing our campaigning, recruitment, engagement, and lead generation efforts.
- **Contribute broadly:**
Actively contribute to our objectives in all areas of the Digital Communications team.
- **Time Management:**
Effectively manage multiple projects simultaneously, prioritise tasks, and adhere to deadlines.
- **Collaborative Skills:**
Collaborate with team members, ACTU staff and affiliates to understand their requirements and incorporate feedback into content creation processes.

Key Selection Criteria

Skills and experience

- Proven experience in managing digital ad spend across platforms like Meta and Google, with a track record of maximizing reach, engagement, and conversions.
- Strong analytical skills with the ability to implement tracking programs, analyze campaign performance, and provide clear, actionable insights and recommendations
- Proficient written and verbal communication skills.
- Excellent organisational abilities and time management skills, with proven capacity to work efficiently under pressure and meet tight deadlines.

Desired

A qualification in communications, writing, marketing, multimedia, or related discipline, or equivalent relevant experience

Key Contacts

Key Internal Contacts

Campaigns Work Centre

External Contacts

ACTU affiliates

All ACTU Work Centre's and Staff ACTU Leadership	Other stakeholders' and relevant external parties.
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