

# OVARIAN CANCER AUSTRALIA (OCA)

## POSITION DESCRIPTION

### Digital Marketing Specialist

#### Position Purpose

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The lead and digital go-to for Ovarian Cancer Australia's website, social media and digital strategy, this position creates, executes and optimises at an always on and campaign level to drive OCA's communications objectives, helping deliver against organisational strategy.

In collaboration with the rest of the Marketing and Communications team, the Digital Marketing Specialist has responsibility for ensuring digital channels and all touch points are best in class, reaching those impacted by the disease, supporters, donors and new audiences.

#### The Position

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<b>Location:</b>	Melbourne CBD (hybrid)
<b>Position reports to:</b>	Marketing Manager.
<b>Number of direct reports:</b>	None (may have access to seasonal interns/volunteers as required)
<b>Duration:</b>	Part-time, 4 days per week (0.8 FTE)
<b>Other benefits:</b>	Not for Profit salary packaging available <a href="#">Information Here</a> and 5 days leave

#### Our Organisation

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Ovarian Cancer Australia (OCA) is the leading national body for ovarian cancer in Australia. Founded in 2001 by a group of people personally affected by ovarian cancer, our vision *is to save lives and ensure that no woman with ovarian cancer walks alone.*

Our focus is to provide care and support for those affected by ovarian cancer; and represent them by leading change.

**Our values:** We listen: We are inclusive: We are courageous: We act with integrity  
For more information please visit [www.ovariancancer.net.au](http://www.ovariancancer.net.au).

#### Our Culture

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We build a strong sense of purpose and community by welcoming and supporting staff committed to achieving our vision.

We value the diversity of our inclusive workplace and make sure we are a place where everyone feels respected and accepted.

We foster an environment where we share ideas, feedback and where every contribution is important.

We are authentic and demonstrate trust, openness and optimism in everything we do.

## **Position Background**

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Each year in Australia, approximately 1800 people are diagnosed with ovarian cancer, and more than 1,000 die from the disease. Ovarian cancer has an extremely poor prognosis and has the lowest survival rate of any female cancer. In Australia, the overall five-year survival rate for people diagnosed with ovarian cancer is 49%. People impacted may experience poor quality of life and outcomes, and Ovarian Cancer Australia has a range of programs supporting them and their loved ones. The main programs include a helpline, the Teal Support Program, psychosocial services, support groups and information resources. Outside of these programs OCA works closely with government to advocate for better treatment and research.

## **Position Responsibilities**

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### **Digital platforms:**

#### **Social media**

- Author the Social Media strategy that supports the overall OCA business and marketing objectives and effectively drive action across all social platforms, including Facebook, Instagram, Twitter/X, TikTok, LinkedIn and YouTube.
- Manage the implementation of the social media strategy, including scheduling, reporting and assistance with community management.
- Develop insight led organic social content plans for fundraising, partnership and marketing campaigns.

#### **Website**

- Maintain and update the OCA website, including fundraising campaigns and general website content management
- Lead SEO to ensure OCA ranks highly for all relevant terms
  - Conduct keyword research, on-page optimization, and link-building strategies to enhance organic search visibility.
- Across SEM/PPC manage agency relationship to monitor budget, bid strategies, and A/B test ad copies & landing pages for better conversion.

#### **Supporter journey**

- Maintain a channel agnostic view across all digital touchpoints, to ensure we are delivering the very best experience for our various audiences and having a laser eye on required optimisations and suggesting new ways to refine our impact across campaigns
- As part of the email efforts, support the fundraising team with building supporter journeys.

## **Paid media:**

### **Campaigns**

- Help create and implement paid social media plans across a number of different campaigns
- On larger campaigns, work in with our agency partners on the creation of content and also management and implementation of our paid media plans
- Contribute ideas for optimisations, efficiencies and test and learn opportunities

### **Stakeholder relationships:**

- Work within a cross-functional team of marketing, communications, fundraising, philanthropy and partnerships professionals to help deliver against OCA's organisational strategy.
- In collaboration with the Marketing & Brand Coordinator, promote our support services to ensure we recruit the women and people impacted into the appropriate support services.
- Educate and support internal stakeholders with developing supporting content across key campaigns and announcements.
- Assist the PR and Communications Officer to develop and deliver content for TikTok and any influencer briefs.
- Brief external stakeholders, e.g. designers and media agencies to ensure we meet campaign objectives, budgets and deadlines.

### **Data, reporting and evaluation:**

- Champion our Audience Segmentation work to ensure we are creating right content that speaks to the audience(s) motivations.
- Develop appropriate metrics to measure the impact of Ovarian Cancer Australia's brand, marketing, communications campaigns to inform reporting to the CEO and Board .
- Develop reporting across key digital KPI's (including, website, social media and SEM)
- Provide assistance and input to optimise OCA's CRM system (Salesforce) together with the Senior Management Team.
- Maintain up-to-date knowledge of new developments across the digital landscape.
- Work with the Marketing and Brand Coordinator to ensure all our communications reflect the brand and impact desired.
- Ensure correct governance across our social media platforms, as is appropriate for a not-for-profit and healthcare provider.
- Champion Google Analytics for OCA, reporting insights back to the team

### **General:**

- Contribute to the development of Ovarian Cancer Australia's strategy and planning.
- Contribute to the culture of feedback and decision-making including cooperation, collaboration and shared accountability.
- Contribute to evaluation data collections as relevant to areas of responsibility and provide information for routine and ad hoc reporting purposes.

## Experience, Skills and Qualifications

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- Tertiary qualifications in marketing and communications.
- Minimum of three-five years in a similar role.
- Proven success across campaigns and always on work in the digital marketing space
- Solutions focused and proactive with a creative flair and enthusiasm for new ideas and concepts.
- Experienced in using Facebook Business Manager
- Experienced in using Google Analytics
- Experienced in CMS
- Stay updated across the industry changes (e.g. new platform features and algorithm changes) and update internal teams.
- Strong organisational, administrative and time management skills.
- Excellent written and oral communications skills and the ability to build productive working relationships with a range of stakeholders.
- Ability to work well independently (a self-starter), but also as a member of a highly committed team.