

Position Profile

Digital Media and Performance Specialist

Designation:	Digital Media and Performance Specialist
Reporting to:	National Manager - Content and Communities
Team:	Communications
Direct reports:	SEO agency
Based in:	As agreed

About AWC

AWC is a pragmatic global conservation leader, restoring landscapes and securing the future of Australia's most endangered wildlife through science-led, measurable impact at scale. Inspired by the richness of Australia's biodiversity, we are united by a shared commitment to protect its unique animals and habitats.

Delivering this mission depends on OneAWC: a cohesive, engaged and high-performing organisation guided by strong leadership and shared values. Every role at AWC contributes to our mission to effectively conserve all Australian wildlife and their habitats, and to our vision for a world where Australia's biodiversity is valued and effectively conserved by an engaged community. Together, we work collaboratively towards shared conservation, safety and organisational outcomes.

AWC Values

All roles at AWC are expected to demonstrate the following values:

- **Accountable** – taking ownership of our actions and outcomes
- **Informed** – working together to acquire and apply evidence, knowledge and experience
- **Respectful** – demonstrating care, recognition and integrity
- **Dedicated** – committed to delivering effective outcomes, with resilience and tenacity
- **Innovative** – applying creative thinking for effective solutions
- **Sustainable** – delivering long-term financial and ecological viability.

Role Purpose

AWC is seeking an experienced, results-driven Digital Media and Performance Specialist to drive the organisation's advertising and SEO program.

This role is responsible for planning, managing, and optimising AWC's paid media and search activities to maximise awareness, audience growth and supporter acquisition. Working closely with the Communications team, fundraising stakeholders and external agencies, the Digital Media and Performance Specialist ensures AWC's campaigns reach the right audiences through data-driven targeting, search optimisation and paid distribution.

The successful candidate will combine strong analytical capability with strategic thinking, using audience insights, campaign performance and search trends to continually improve digital performance across paid social, paid search and SEO.

Inherent Requirements of the Role

AWC operates across diverse landscapes throughout Australia, including regional, rural and remote locations. This role may require travel to, and work at, conservation sites that are geographically isolated and logistically complex. Work in these environments can be physically, mentally and environmentally demanding. Conditions may include limited access to services, variable or extreme weather, extended travel times and periods away from home. Depending on operational needs, the role may involve outdoor work, walking on uneven terrain, manual handling or carrying equipment, driving manual 4WD vehicles, and complying with AWC health, safety and biosecurity procedures. The role holder must be able to safely and effectively perform these inherent requirements, with reasonable adjustments where appropriate.

Critical Competencies

- A practical improvement mindset, identifying recurring process issues and translating these into useful checklists, guidance, training and workflow improvements.
- Demonstrated experience working respectfully and professionally with others, including in diverse, remote or high-risk environments.
- A genuine interest in AWC's conservation purpose and willingness to work collaboratively in support of that purpose.
- Strong understanding of SEO strategy, keyword research and search performance, including experience managing external SEO agencies.
- Excellent organisational and project management skills, with the ability to manage multiple campaigns simultaneously.
- Strong stakeholder engagement skills with the ability to explain technical concepts and campaign insights to non-technical audiences.

Qualifications

- Tertiary qualifications in Marketing, Digital Marketing, Communications, Business or a related discipline; or equivalent demonstrated experience.

Licences/Certificates

- Legal right to work in Australia.

Experience

- Experience working with agencies and external suppliers, including briefing, performance management and optimisation.
- Experience developing integrated paid media strategies that support organisational, fundraising and campaign objectives.
- High level of digital literacy and experience using digital marketing platforms including Google Analytics (GA4), Google Tag Manager, Meta Business Suite, and Google Ads.
- Strong analytical skills with experience using campaign data, website analytics and performance metrics to optimise digital outcomes.
- Demonstrated experience planning, implementing and optimising paid media campaigns across platforms including Meta, Google Ads and LinkedIn.
- Demonstrated experience managing paid media budgets and reporting on campaign ROI and performance.
- Experience working in conservation, environmental, tourism or purpose-driven organisations.

- Experience managing CRM or marketing automation audiences (Salesforce Marketing Cloud desirable).
- Experience with conversion rate optimisation (CRO) and landing page testing.
- Experience using Looker Studio, SEMrush, Ahrefs or similar reporting and SEO platforms.
- Experience managing paid media and SEO agencies.

Key Outcomes and Responsibilities

1. Paid Media Strategy & Campaign Management
Key activities and responsibilities: • Develop and implement AWC's paid media strategy across paid social, paid search and display advertising. • Direct AWC's brand and subscriber acquisition advertising programs. • Implement fundraising advertising programs, as directed by the philanthropy team. • Plan, coordinate and optimise paid campaigns aligned with organisational priorities, fundraising initiatives and brand campaigns. • Work collaboratively with internal stakeholders to ensure paid media is integrated into campaign planning from the outset. • Manage campaign budgets to maximise efficiency and return on investment. • Identify opportunities to test new platforms, audiences and campaign approaches.
2. Search Strategy & SEO
Key activities and responsibilities: • Lead AWC's paid and organic search strategy in collaboration with the Senior Content Specialist. • Manage external SEO agency relationships, ensuring work aligns with organisational priorities and delivers measurable outcomes. • Monitor keyword performance, search visibility and technical SEO recommendations. • Collaborate on the SEO editorial calendar to identify content opportunities that improve discoverability. • Provide strategic recommendations to improve website search performance and user acquisition.
3. Performance Optimisation & Analytics
Key activities and responsibilities: • Monitor campaign performance across paid media channels and identify opportunities for continual optimisation. • Monitor developments in digital advertising, search and audience acquisition to identify emerging opportunities. • Analyse audience behaviour, acquisition trends and conversion data to improve campaign effectiveness. • Develop dashboards and reports that communicate campaign performance and actionable insights. • Conduct A/B testing across advertising creative, audiences and landing pages. • Ensure tracking and measurement frameworks support accurate performance reporting.
4. Creator & Influencer Program Coordination
Key activities and responsibilities: • Coordinate AWC's creator, influencer and content partnership program in collaboration with Earned Media Lead and Social Media Lead. • Identify and develop relationships with aligned creators, ambassadors and digital storytellers. • Manage creator briefings, logistics, approvals and content delivery. • Track and report on creator partnership outcomes and impact. • Ensure creator content aligns with AWC brand, conservation priorities and campaign objectives.
5. Other duties consistent with the scope, level and purpose of the role
Key activities and responsibilities:

- Be a champion of the AWC values and ONE AWC approach.
- Help to foster a physically and psychologically safe, respectful and inclusive work environment.
- Comply with AWC policies and procedures.
- Evaluate new advertising platforms, targeting capabilities and technologies.
- Support organisation-wide communications and fundraising campaigns as required.
- Provide strategic advice on campaign targeting, distribution and digital optimisation.
- Other duties, as requested.