

**POSITION TITLE:** Head of Experience

**DEPARTMENT:** Public Engagement (PE)

**DATE:** July 2019

**REPORTS TO:** Director of PE

**DIRECT REPORTS:** 3

**Organisational Vision:**

An inclusive world in which all persons with disabilities enjoy their human rights and achieve their full potential.

**Organisational Mission:**

CBM is an international Christian development organisation devoted to improving the lives of people with disabilities in the poorest places on earth.

**Department Objective:**

By 2022, a more diverse and growing number of individual Australians and organisations are inspired to join with us in advancing the rights of people with disabilities in the poorest communities.

**Purpose of Role:**

The Head of Experience works closely with the PE Director and Managers to develop and implement CBM Australia's Digital Experience Plans to drive significant digital brand awareness, engagement, action and income to support the growth of CBM Australia. This role is responsible for developing clear value propositions and creating high-quality communications.

The Head of Experience works with the ICT team and PE department, and across the organisation, to develop and implement an experience-led and iterative digital program, channel integration and customer journeys. This role will create digital, social and storytelling roadmaps to amplify of the CBM work and supporters to engage and activate Australians as advocates and donors.

**Level of Direction or Supervision:**

Reporting to the PE Director, the Head of Experience operates at a senior level with responsibility for developing and delivering against objectives within the organisational and PE strategies.

Managing three direct reports this role will enable this digital and communication-focussed team to consistently meet or exceed awareness, engagement and income targets. The Head of Experience will be an effective and collaborative leader within the PE Team and contribute to the overall performance of the Department. This role builds successful relationships with other leaders and managers within CBM Australia, to ensure the right pitch is delivered to the right prospects (individual and organisational) to enable loyal connections to CBM's cause, which will drive action.

### Key Working Relationships:

PE Director, Head of Fundraising, Head of Philanthropy and Relationships, Head of Advocacy and Policy, Business Operations, Communications Focal Points in Inclusive Development and International Programs, ICT Manager, Contact Centre Manager and Executive Support Manager.

### Key Tasks and Priorities:

Key Areas of Responsibility	Key Tasks	Performance Indicators	Weighting Total= 100
<b>Integrated digital channel management and brand awareness</b>	<ul style="list-style-type: none"> <li>•Develop and implement a UX and storytelling action plan to improve digital and social channels, expose the breadth of CBM’s work and improve awareness.</li> <li>•Manage and improve the SEO, SEM, accessibility, links and other techniques to enable best exposure of CBM Australia.</li> <li>•Create and manage digital customer journeys to ensure an engaging pathway to action between and within digital-social channels and out to other channels as preferred.</li> <li>•Serve as the expert on audience data/behaviour for online channels, and develop messaging, content and campaigns targeted at specific segments and personas along the various stages of the audience journey.</li> <li>•Socialise UX, brand and design decisions to promote a collaborative centre of excellence.</li> <li>•Socialise data, evidence and learnings to ensure peer-to-peer learning.</li> <li>•Increase CEO and other CBM Australia leaders digital/social profile to improve CBM reach.</li> </ul>	<ul style="list-style-type: none"> <li>•Iterations of digital/social channels delivered within budget/deadline.</li> <li>•Increase in audiences across all digital and social channels.</li> <li>•Improvement in awareness across all channels.</li> <li>•Increased Domain authority.</li> <li>•Increased search dominance.</li> <li>•AA rating or above across channels.</li> <li>•Understanding of how supporters move through channels to iteratively improve journeys, evidenced by improved metrics.</li> <li>•Successful development/creation of right time, right channel, right message.</li> <li>•Data and evidence informs work.</li> <li>•Business engaged on supporter segments and understand decision making.</li> <li>•Key staff profiles are up to date to enable broader channel and audience reach.</li> </ul>	30
<b>Engagement</b>	<ul style="list-style-type: none"> <li>•Brand guidelines monitored and updated based on evidence.</li> </ul>	<ul style="list-style-type: none"> <li>•Business understands and works to brand guidelines.</li> </ul>	25

	<ul style="list-style-type: none"> <li>•Write, develop and manage all copy to a high standard to ensure audience-first objectives while effectively relaying the messages of the organisation.</li> <li>•Deadlines are met.</li> <li>•Ensure live links, internal links, navigation paths, journeys and accessibility of all assets.</li> <li>•Ensure pathways are working prior to publishing.</li> <li>•Develop innovative ways to convey information and continuously improve communications' outputs.</li> <li>•Utilise newsroom tactics, creative briefs and campaign planning skills to build successful integrated campaigns that deliver on goals.</li> <li>•Ensure effective and timely content to create synergies between social, web/publishing and feedback, and e-newsletters.</li> <li>•Manage and respond to social interactions, including stewarding complainants and supporters, and updating social media and other.</li> </ul>	<ul style="list-style-type: none"> <li>•Digital copy and multimedia packages are accurate, audience focussed, engaging, and developed/subbed to a consistent, digitally enhanced style.</li> <li>•News and timely packages are published/distributed effectively across owned and earned media.</li> <li>•Improved engagement across channels is evident and improved time on/between channel is evident.</li> <li>•Digital content is used as an enticement for further engagement and action of a broad audience.</li> <li>•Improved sharing of stories is evident.</li> <li>•Available to monitor and/or managing the monitoring of social media comments, inboxes.</li> <li>•Engagement in conversations to expanding positive sentiment and manage negative sentiment.</li> </ul>	
<b>Drive income</b>	<ul style="list-style-type: none"> <li>•Develop and implement the SEM, lead generation and digital income strategies.</li> <li>•Maintain a robust marketing plan across digital/social.</li> </ul>	<ul style="list-style-type: none"> <li>•Improved acquisition evident.</li> <li>•Improved donation pathway evident.</li> <li>•Annual income targets are met or exceeded.</li> <li>•Increase in digital/social donations.</li> </ul>	25
<b>Finance, Reporting and Compliance Management</b>	<ul style="list-style-type: none"> <li>•Seek agreement to what success looks like for each campaign (all channels), and ensure alignment to strategic goals.</li> </ul>	<ul style="list-style-type: none"> <li>•Work collaboratively to create objective-based plans and report on success and learnings.</li> </ul>	10

	<ul style="list-style-type: none"> <li>•Deliver the Experience team component of the PE budget.</li> <li>•Prepare comprehensive business cases to support new initiatives and investment, including but not limited to, 18 month rolling plans.</li> <li>•Daily monitoring and tracking of budget and targets and dashboard reporting.</li> <li>•Manage and lead the direction of the team.</li> <li>•Support the implementation of the overall PE strategy.</li> <li>•Ensure all risk issues are identified, profiles are updated and strategies are developed to mitigate instances.</li> <li>•Monitor and report on website, e-newsletter and social performance, and make recommendations to innovate and improve experience, drive advocacy, fundraising and brand prominence.</li> <li>•Ensure that all Experience activities are compliant with organisational, sector and legislative requirements.</li> </ul>	<ul style="list-style-type: none"> <li>•Timely and quality delivery of inputs into strategic processes as required.</li> <li>•Report monthly on the progress against risk, acquisition, engagement, income and targets.</li> <li>•Complete initiatives to standard, within budget and to agreed timeframes.</li> <li>•ACFID code, FIA, PCI, Privacy and other applicable legislation requirements are known, adhered to and monitored.</li> <li>•Prepare reviews in timely manner to inform next steps.</li> <li>•Prepare and provide monthly reports on digital and social channels and campaigns.</li> </ul>	
<p><b>Staff management and leadership</b></p>	<ul style="list-style-type: none"> <li>• Develop and deliver clear and actionable performance expectations, aligned with strategic indicators, targets and priorities, to the Experience team.</li> <li>• Ensure all Direct Reports know specifically what is expected of them, and how their role contributes to other members of the team, the department and the wider organisation.</li> <li>• Continually look for opportunities to increase the effectiveness and impact of engagement initiatives.</li> </ul>	<ul style="list-style-type: none"> <li>• KPIs are set for each staff member and income is monitored against goals on a daily/weekly basis to drive an income focus.</li> <li>• Hold regular 1:1 meetings with Direct Reports.</li> <li>• Hold yearly and progressive staff performance reviews.</li> <li>• Direct Reports have the resources and training to support performance expectations.</li> <li>• A motivated and successful team is built</li> </ul>	<p>10</p>

	<ul style="list-style-type: none"> <li>• Build a fast-paced, can-do environment to meet news, social and digital expectations.</li> <li>• Create and foster a results-driven culture of professionalism, accountability, respect, innovation and continuous improvement that practices proactive problem solving and lives out CBM Australia's Values Statements.</li> <li>• Openly and honestly communicate and collaborate across PE and the broader organisation.</li> <li>• Coach/mentor staff to perform, achieve success, manage workloads, conflicts and stress.</li> <li>• Support and implement P&amp;C processes and initiatives.</li> </ul>	<p>and sustained that evidences a result-driven culture.</p> <ul style="list-style-type: none"> <li>• Leverage of resources is maximised to ensure optimal outcomes and efficiencies.</li> </ul>	
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<b>SPECIFIC OUTCOMES REQUIRED</b>
Digital and social channels are a leading source of awareness and engagement in CBM Australia's work
Owned, earned and paid digital channels are activated for increased income generation and community building
UX, journeys and segmentation attracts and retains audiences on CBM Australia's owned digital channels to move them toward intentional and personalised actions
Work with ICT and PE to improve personalisation approach within CBM Australia
Creativity and innovation is coupled with evidence and prioritisation to ensure best practice action plans and outputs to maximise income and drive results
Activities are planned on an 18-month rolling calendar with quarterly reviews and results are tracked on a daily basis with monthly reporting, enabling the team to be responsive and accountable
The Experience Team consistently deliver and exceed strategies and targets
The Experience Team is a high-performing team, operating professionally and to high-quality standards to achieve outcomes

## PERSONAL ATTRIBUTES, COMPETENCIES AND QUALIFICATIONS

Demonstrated performance in integrated digital channel management, including UX and SEO/SEM
Demonstrated experience in using data, analytics and evidence to drive insights, storytelling, change and achieve digital outcomes
Experience in engaging storytelling and writing across mediums, and with various voices
Ability to work to deadlines and flexibility to address issues when needed and pivot as required
Technically proficient in Adobe Creative Suite, particularly indesign and CMS
Technically proficient in CMS
Strong writing, grammar and editing skills
Up to date with latest trends in digital and social amplification and design, integrated communications and marketing
Experience with CRM or data analytics for storytelling
Competency in project management principles and managing projects as required
Demonstrated ability to work autonomously and as part of a team
A key contributor and skilled professional in area of knowledge, curious about other areas and able to work across a broad range of business areas
Proven, track record in leading a high-performing team, with proven coaching and mentoring skills to drive success and build skills and capability
Financially astute with sound judgement to manage budgets
A solution focused approach to work with a 'can do' attitude, demonstrating initiative
Commitment to and ability to demonstrate and display CBM Australia's values and behaviours
A willingness to contribute to the growth and development of CBM Australia and its work

## JOB EVALUATION

Factor	Level	Score
Responsibility and Accountability	5-6	250
Judgment and Decision Making	5	118
Interaction and Influence	6	190
Knowledge and Application of Creative and Technical Skill	5	250
<b>TOTAL</b>		<b>808</b>
<b>Salary Grading</b>		<b>10</b>

\*Factor Level definitions and Salary Grading information can be found on the CBM Intranet.

**Terms and Conditions**

General terms and conditions of employment are as per the CBM Australia General Enterprise Agreement 2015.

**Performance Planning and Review**

Performance planning and reviews will be carried out on a regular basis

Signed .....	Signed .....
Director of Public Engagement	Head of Experience
Date .....	Date .....