



Head of Experience and Storytelling

An exciting opportunity for an experienced Digital, User Experience and Communication Manager to lead and develop a team in a values-driven International Development Organisation.

About us

CBM Australia is Australia's only International Development organisation focussed on improving the quality of life of people with disabilities in the poorest countries. As a global leader in inclusive development, CBM partners with local organisations to build and promote an inclusive world in which all people with disabilities enjoy their human rights and achieve their full potential. It does this because it is a Christian organisation committed to ending the cycle of poverty and disability. It does this through field programs, inclusive development advisory, social justice advocacy and fundraising. CBM Australia is key member of the CBM global network.

About the role

Working closely with the Public Engagement Director and Managers, the Head of Experience will develop and implement CBM Australia's Digital Experience and Storytelling roadmaps to drive significant digital brand awareness, engagement, action and income to support the growth of CBM Australia. The role is responsible for developing clear value propositions, creating high-quality communications and implementing an experience-led and iterative digital program, channel integration and customer journeys.

Key priorities of the role are as follows:

- Develop and implement a UX and storytelling roadmap to improve digital and social channels, and improve awareness of CBM Australia's work
- Create and manage digital customer journeys to ensure successful pathways for supporters and donors
- Develop and implement the SEM, lead generation and digital income strategies to drive significant income
- Manage and improve storytelling, marketing and SEO to amplify the CBM Australia and attract new and engaged audiences
- Develop messaging, content and campaigns
- Monitor and update brand guidelines across all channels

- Create relationships with third-party channels to amplify message and create more free media opportunities
- Ensure digital copy and multimedia packages are accurate, audience focused and engaging
- Maintain a robust marketing plan across digital/social
- Oversee the team budget, reporting and compliance management
- Demonstrate strong leadership with direct reports

About you

The successful candidate will bring the following:

- Demonstrated performance in integrated digital channel management, including UX and SEO/SEM
- Demonstrated experience with CRM, data analytics and evidence to drive insights, storytelling, change and achieve digital outcomes
- Experience in engaging storytelling and writing across mediums with various voices to inspire and engage
- 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
- 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
- Strong writing, grammar and editing skills
- Up to date with latest trends in digital and social amplification and design, integrated communications and marketing
- 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, willing to listen and learn, 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
- Ideally demonstrated application of skills in a similar context (NFP/NGO)
- 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

Apply

CBM Australia offers competitive salary packaging, flexible working conditions and professional development opportunities.

If you would like to join our organisation please [Click Here](#) and include a cover letter addressing your interest and what you have to offer. For further information a full Position Description can be obtained from our website www.cbm.org.au

We will be receiving applications until **Sunday 25 August 2019**, however applications will be considered earlier as they are received.

Background checks

CBM Australia is committed to workplace equity and diversity and encourages applications from Australian Residents with diverse cultural backgrounds and people with a disability. CBM Australia is committed to the safety and best interest of all children accessing CBM supported services, programs and workplace. Relevant background checks including working with children, police and reference checks will be completed prior to the preferred candidate's employment being confirmed.