

# Position Description



<b>Position:</b>	<b>Digital Marketing Producer</b>
<b>Reports To:</b>	Brand & Marketing Manager
<b>Classification Level:</b>	Level 5 under the Social, Community, Home Care and Disability Services Industry Award 2010
<b>Location:</b>	Based at 214-218 Nicholson St Footscray + remote  Flexible work arrangements including the ability to work from home, travel to other ASRC sites required, as necessary.
<b>Date Update:</b>	9 June 2026

## Organisational context

The Asylum Seeker Resource Centre (ASRC) is the largest aid, employment, health and advocacy organisation for people seeking asylum in Australia. We are an independent not-for-profit organisation whose programs support and empower people seeking asylum to maximise their own physical, mental and social well being through a range of direct services as well as participating in law reform, campaigning and lobbying.

## About the Portfolio and Department

The Brand & Marketing Program is responsible for driving brand and product awareness, as well as audience reach and engagement across the ASRC network of programs, campaigns and events. Through the implementation of strategic marketing, advertising and public relations campaigns the role is responsible for increasing our general supporter base and engaging them to get further involved in supporting the ASRC. Specifically, the marketing function delivers a shared business service to ASRC programs and the ASRC social enterprises designed to help recruit new donors and advocates in order to meet fundraising targets, drive social enterprise sales and build a movement for social change.

In doing so, we manage a team responsible for campaign execution across mainstream marketing channels as well as ASRC digital assets such as web, social media, advertising and content production. In addition to supporting advocacy and fundraising, the marketing

program also manages content marketing, email marketing, media and provides general marketing support to all other areas of the ASRC.

## **Position Purpose**

The Digital Marketing Producer plays a critical role within the Brand & Marketing Team, overseeing and managing the organisation's digital ecosystem, including websites, fundraising platforms, paid digital advertising, search engine marketing, user experience, data integrations and performance reporting.

This role is responsible for ensuring the ASRC's digital platforms are optimised, accessible, secure and effective in achieving organisational goals. This includes building and maintaining fundraising and campaign websites, managing supporter journeys and data flows, developing reporting dashboards, driving digital fundraising outcomes and supporting transparent communications that raise awareness of the ASRC brand and contribute to systemic change in favour of people seeking asylum.

## **Key Accountabilities**

### **Website, Digital Experience & Data Management**

- Own and manage the ASRC's website ecosystem, including WordPress, Squarespace, fundraising platforms and associated digital properties.
- Build, maintain and optimise campaign landing pages, donation pages using FundRazr or similar platforms.
- Ensure all digital properties meet best-practice standards for user experience, accessibility, mobile responsiveness and conversion optimisation.
- Manage supporter data integrations across websites, CRM systems, online forms, fundraising platforms and third-party applications.
- Build, maintain and improve digital reporting dashboards and performance tracking using tools such as Looker Studio and Google Analytics.
- Work with internal stakeholders to scope, brief and implement website enhancements and technical development projects.

### **Paid Digital Advertising:**

- Develop digital fundraising and acquisition strategies across paid social and search channels in partnership with external agencies.
- Brief, manage and optimise external paid media agencies to ensure campaigns are delivered on time, on budget and aligned with ASRC objectives.
- Monitor, evaluate and report on paid digital performance, providing strategic direction and recommendations to improve lead generation, donor acquisition and revenue outcomes.

- Oversee the implementation of ongoing and campaign-specific digital acquisition activities, ensuring performance targets are met across key fundraising and advocacy campaigns.

### **All ASRC People Will:**

- Understand and follow their responsibility to always act in a manner that supports the safety, health and wellbeing of themselves and others in the workplace.
- Centre the rights of people seeking asylum and actively working toward bringing the ASRC vision and purpose to life.
- Demonstrate the ASRC values of Collaboration, Welcome, Courage and Authenticity and demonstrate behaviours that contribute to a culturally safe, inclusive and respectful workplace.

## **Key Selection Criteria**

### **Essential Skills, Experience & Qualifications**

#### ***Essential***

- Extensive demonstrated experience in digital marketing, digital fundraising or digital product management.
- Demonstrated experience managing and maintaining websites and digital platforms, including WordPress and other CMS platforms.
- Proven experience building and optimising fundraising, campaign or lead-generation landing pages using platforms such as Funraisin or similar.
- Demonstrated understanding of website user experience (UX), accessibility standards, conversion rate optimisation and mobile-first design principles.
- Experience managing digital integrations between websites, CRM systems, donation platforms, forms and marketing technology tools.
- Proven experience building and maintaining reporting dashboards using Looker Studio or similar business intelligence tools.
- Demonstrated ability to translate stakeholder requirements into technical website, reporting or digital development solutions.
- Proven knowledge of Google Analytics tracking and reporting (Goals, eCommerce, Events, Campaigns).
- Proven knowledge of Google Suite platforms: Google Ads, Google Tag Manager, Google Search Console and Looker Studio.

#### **Desirable:**

- Lived experience of seeking asylum
- Knowledge of the policy context of practice with asylum seekers visa categories/conditions, and the barriers faced by people seeking asylum in Australia

## **Policy and screening requirements**

All ASRC staff and volunteers are required to adhere to policies and procedures which aim to further culturally safe, inclusive and respectful work practices. All offers of employment are subject to satisfactory Criminal History Check and provision of a valid Working with Children Check prior to commencement.

I have read and understood and agree to perform the responsibilities outlined in this position description.
Name:
Date: