

GREENPEACE

AOTEAROA

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| Job Title | Digital Conversion Specialist |
| Contract Type | Fixed term, 12 month. Full-time (37.5 hours) |
| Department/Team | Fundraising, Digital Marketing |
| Reports to | Digital Marketing Manager |
| Direct Reports | None |
| Key Relationships | Digital Marketing Managers and practitioners across the global network, Fundraising Directors, Technology teams, Data and Insights teams |

PURPOSE OF THE ROLE

Sitting in the Digital Marketing team, the Digital Conversion Specialist will play a key role in the optimisation of Greenpeace's digital experiences and journeys, creating a seamless online experience that deepens engagement with Greenpeace's work, converting new audiences to supporters and supporters to donors. You will have a strong understanding in conversion rate optimisation (CRO) best practices and will grow and lead these programmes both in Greenpeace Aotearoa and Greenpeace Australia Pacific. You will also play a leading role in bringing together and sharing knowledge across the entire global Greenpeace network, supporting Greenpeace offices worldwide to make better decisions around digital engagement and digital fundraising.

The ideal person for this role will have experience in CRO and an understanding of digital conversion best practice. They will be able to make data-driven decisions based on experimentation and strong coordination skills.

ABOUT THE TEAM

The Digital Marketing team is part of the Fundraising team which also includes the Data & Insights, Philanthropy, Supporter Relations and Telefundraising teams. The role of the Digital Marketing team is to deliver on our digital fundraising and engagement objectives, ensuring that we are providing exceptional supporter experience and optimising our various marketing channels and programmes

ABOUT GREENPEACE

Greenpeace Aotearoa is an independent environmental campaigning organisation. Our mission is to protect Earth's ability to nurture life in all its diversity. Our power is in collective action.

Together we challenge the power of big polluters and corporate influence. And we work together to drive systemic change, to transform the ways we feed and fuel our world to ones that work with nature, and not against it.

People power is at the heart of our campaigning and fundraising. We don't accept donations from government or business. This means we are entirely funded by the generous donations of our individual supporters (and a small amount of foundation income). Our power as an organisation comes from the fact that when we advocate for the wellbeing of the environment we do so with the support of tens of thousands of supporters.

Greenpeace Aotearoa is committed to honouring Te Tiriti o Waitangi, and respecting tino rangatiratanga. As such, we are collectively responsible to keep Te Tiriti front of mind and identify ways that we can uphold our commitment to honouring Te Tiriti in our work.

ROLE RESPONSIBILITIES

Digital Conversion and Growth

- Lead the development, coordination and implementation of the digital experimentation programmes at Greenpeace Aotearoa and Greenpeace Australia Pacific
- Provide expert guidance to stakeholders in the Aotearoa and Australia Pacific Greenpeace offices to guide both experimentation programmes
- Identify opportunities for testing to increase supporter actions and donations made online based on audience insights
- Through the process of experimentation and learning, drive improvement in metrics for:
 - digital activism (such as supporter signatures on petitions)
 - online donation conversion
- Work closely with technology and digital specialists to inform, lead and collaborate on technical requirements for progressing improvements to our online experience and to enable innovative tests
- Keep abreast of industry trends and market research to inform and inspire tests and best practice across the Greenpeace global network

Reporting and Insights

- Set conversion metric benchmarks, including a framework for comparison and reporting across offices
- Ensure analytics tracking is set up to effectively track and report on activity to meet agreed goals
- Analyse data and report on findings from each test, drawing out learnings to take into future tests/iterations
- Present recommendations for implementation on digital channels to stakeholders
- Manage the roll-out of 'winning' tests, including project managing any technical needs with stakeholders

Collaboration

- Create and maintain a centralised repository of experimentation insights that is easy for the whole Greenpeace network to access and navigate
- Facilitate sharing and discussion of experimentation results and learnings widely

- throughout the Greenpeace network
- Work with key stakeholders across the Greenpeace network to drive participation in sharing experimentation learnings and inspire future testing
- Ensure the close collaboration between the Australia Pacific and New Zealand offices and teams.
- Work closely and effectively with stakeholders across the organisation as appropriate to further the agenda of digital conversion and experimentation.

General

- From time to time undertake any other duties as directed by their manager to contribute to the overall aims and objectives of Greenpeace Aotearoa
- Employees will be expected to perform any duties reasonably requested by the employer
- Participate in office and other meetings in the department or all staff meetings

ROLE REQUIREMENTS

Knowledge and Skills

- A passion and commitment to Greenpeace mission and values
- Awareness and understanding of the Treaty of Waitangi in New Zealand society
- Experience with CIVIS, Google Tag Manager, Salesforce/Marketing Cloud and/or equivalent products
- High level of computer literacy
- Proven experience in developing online journeys and experiences for digital marketing or digital fundraising outcomes
- A supporter first mindset with a strong understanding of how to apply user behaviour insights to improve supporter experiences and conversion rates
- Data analysis experience
- Experience conducting user research, both qualitative and quantitative
- Experience analysing website data to understand user behaviour, identify insights and opportunities
- 2-3 years of experience coordinating teams and/or projects
- Experience coordinating teams with diverse skillsets to a common goal and management of multiple stakeholders
- Strong communication and documentation skills
- Strong prioritisation and time management skills
- Inquisitive and analytical with a proactive approach to problem-solving
- Self-motivated and detail-oriented, capable of working without direct supervision
- A passion for the work of Greenpeace and our supporters

Experience

- 2-3 years of experience in a conversion rate optimisation or other relevant marketing/UX role with proven uplift in supporter/membership growth
- Certification or equivalent experience in Marketing, User Experience, User Behaviour, Research or Human Centred Design
- Certification or equivalent experience in Google Analytics and A/B testing/multivariate testing tools (e.g. Google Optimize)

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WORK ENVIRONMENT

- Primary place of work is Mt Eden, Auckland.
- Remote and flexible working arrangements as per current organisational policy.
- Flexibility to work outside the normal 9 – 5 work day with occasional planned and unplanned after hours work, including weekends, may be required.

Health and Safety

- Ensure all volunteers and contractors in the team are aware of and adhere to GPAo health and safety policies, processes and procedures.
- Participate in health and safety training as required.
- Actively identify and report, in a timely manner, any hazards in the work area, or in the work area of the team.
- Work with a health and safety representative to put in place appropriate actions to manage the risk(s) created by the identified hazard(s).
- Actively raise and discuss health and safety matters in a timely manner.
- Comply with the requirements as set out in applicable health and safety legislation.
- Demonstrate understanding of health, safety and legal issues relating to direct actions.

The role description is subject to review to reflect changing circumstances, and in consultation with the role holder, may be amended from time to time.