

<b>JOB TITLE:</b>	Paid Media Specialist
<b>DEPARTMENT:</b>	Engagement - Digital
<b>REPORTS TO (JOB TITLE):</b>	Senior Digital Marketing Manager
<b>CONTRACT STATUS</b>	100% FTE - Permanent

### **JOB PURPOSE**

The Paid Media Specialist works closely with the Senior Digital Marketing Manager on a diverse digital marketing portfolio that encompasses donor acquisition, donor retention, lead generation, recruitment campaigns and brand awareness.

The ideal candidate is a specialist on Google Marketing Platform, with core expertise in Paid Search through SA360, as well as experience with Display, Video and Programmatic buying through DV360 and experience building reporting and pulling insights through Looker Studio and GA4. Additionally, this candidate has a strong willingness to learn and grow into additional channels such as Paid Social as well.

The position plays a key role in planning and implementing various Digital channels – with a primary focus on Search, as well as Display, Programmatic and eventually Paid Social as well. Understanding the value of the donor journey through media channels is key here, while being able to apply best practice approaches for each channel in terms of creative, messaging, audience targeting, bid automations and target setting. This all ladders up to implement core campaign strategies to track against organisation marketing objectives.

### **DIMENSIONS**

#### **Financial:**

This role will be responsible for paid media budget management. Including, but not limited to, ongoing pacing, budget tracking, invoicing, and budget reconciliations of:

- an annual Google Marketing Platform budget to manage of: \$1.5 million
- an annual Google Grants budget to manage of: \$250,000

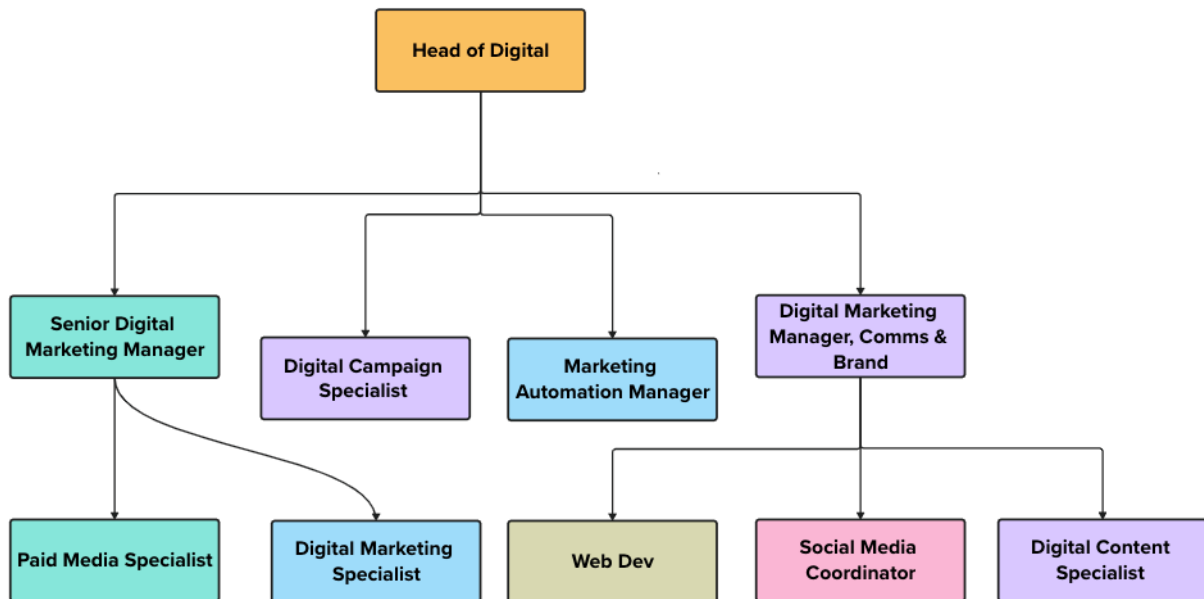
Additionally this role will be responsible, collectively with the Digital team, to meet an annual revenue of \$15 million

**People:** No Direct Reports

**Other:** Internal & External stakeholders

<b>DATE:</b>	
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**ORGANISATIONAL STRUCTURE**



**CONTEXT**

The Paid Media Specialist plays a key role in contributing to the digital strategy and implementation of campaigns across Paid Search, Display, Video and Programmatic channels. The Digital team runs campaigns from Awareness, through to Lead Generation and Conversions – across Communication, Recruitment and Fundraising programs.

The primary success measure for this position is to successfully plan and implement Paid Search, Display and Video campaigns – finding opportunities to optimise the structure, improving our CPMs/CPCs/CPAs and ROAS, while maintaining volumes to ensure targets are met. At any given time the Paid Media Specialist will be able to manage multiple cross-channel campaigns for various programs, report back to key internal stakeholders through thorough data analysis and recommend optimisations and shifts in strategy to improve our activity.

Other key responsibilities will include advising on best practice in terms of content to ensure channel content is always fit for platform – this will include working closely with Brand and Communications team members and finding ways to support campaign objectives and goals, while ensuring brand guidelines are adhered to.

Whilst reporting to the Senior Digital Marketing Manager, this role will work closely with the wider Digital Team, as well as other internal stakeholders such as Recruitment and Fundraising. With the Digital Team functioning as the center of excellence for all things Digital across multiple programs, this role will also be responsible for internal stakeholder management – aligning on campaign objectives and KPI setting, advising on best practice channel approach, delivering timely updates on campaign progress and holding responsibility on budget and performance pacing.

**Key areas of focus include but are not limited to:**

**Campaign planning & execution**

Plan, execute and optimize paid campaigns, including historic learnings and benchmarks in decision making.

**Internal stakeholder management**

Ensure effective, timely and open communications with key stakeholders. This will mainly be around campaign alignment, pacing and optimization updates as well as post campaign reporting and planning collectively to reach organizational goals.

**Brand adherence**

Balancing decisions on content to assist in paid media outcomes while adhering to brand guidelines.

**Project management**

Supporting the Digital Team as well as other internal stakeholders across the organization in ensuring multiple campaigns run alongside each other effectively, deadlines are adhered to and activity goes out in market accordingly.

**KEY ACCOUNTABILITIES**

Develop, implement, and continuously optimize paid media campaigns across search, display, programmatic, and video channels.

Leverage historical performance data and industry benchmarks to inform strategic decisions and drive campaign effectiveness.

Using data visualisation tools such as Looker Studio, pulling data from GA4 and internal dashboards, and reporting back to the team and business on results.

Monitor campaign performance and adjust tactics to meet KPIs and maximize ROAS.

Maintain clear, timely, and collaborative communication with internal stakeholders to ensure campaign alignment with business objectives.

Provide regular updates on campaign pacing, performance, and optimization strategies.

Lead post-campaign reporting sessions to evaluate outcomes and inform future planning.

Ensure all paid media content aligns with brand guidelines while optimizing for performance.

Collaborate with creative and brand teams to balance brand integrity with media effectiveness.

Coordinate with the Digital Team and cross-functional stakeholders to manage multiple concurrent campaigns.

Ensure all campaign elements are delivered on time and launched according to schedule.

Track project milestones and proactively address any risks to timelines or deliverables.

Grow within the Paid Media space: showing a strong willingness to develop further in other channels, specifically with Meta and the broader Paid Social space.

Foster a culture of collaboration within the digital team and with internal stakeholders, by promoting open communication, knowledge sharing, and cross-functional teamwork.

**KEY PERFORMANCE INDICATORS**

- Deliver all paid media campaigns on time and within budget
- Achieve CPA, CPC, CPM, and ROAS targets as per campaign goals
- Implement optimisation cycles on a weekly/bi-weekly basis
- Provide monthly campaign performance reports using Looker Studio and GA4
- Deliver post-campaign reports within 14 business days of campaign completion
- Maintain fortnightly stakeholder updates on campaign progress and optimisations
- Achieve 95% stakeholder satisfaction for communication and collaboration
- Ensure 100% paid media content complies with brand guidelines
- Escalate risks to delivery timelines within 48 hours of identification
- Manage at least one Meta (Paid Social) campaign within the first 6 months
- Complete a minimum of 2 industry training or learning sessions per year
- Contribute to one cross-team collaboration or knowledge-sharing session per quarter
- Present at least one new media trend, tool, or innovation to the Digital Team per quarter

**DATE:**

Explore new digital trends, technologies, and media news in market, to support the digital team to stay ahead of the curve and bring fresh perspectives to our work.

**DATE:**

### **KNOWLEDGE, SKILLS & EXPERIENCE**

- Tertiary qualifications in Digital Marketing, Paid Media, Communications, or relevant professional experience in a media, marketing, or digital environment.
- Minimum of 3+ years' hands-on experience planning, implementing, and optimising Paid Media campaigns across multiple channels.
- Proven track record of successfully implementing best-practice Google Marketing Platform campaigns, particularly in Paid Search (SA360), with additional experience across Display, Programmatic (DV360), and Video.
- Experience building reporting dashboards and extracting insights using Looker Studio and GA4, with a strong ability to visualise and present data to stakeholders.
- Strong analytical skills, with the ability to interpret data and translate findings into actionable insights that drive performance and improve campaign effectiveness.
- Strong willingness to grow within the wider Paid Media space, with a priority focus on Paid Social (Meta).
- Solid briefing & verbal, presentation and writing skills.
- Strong analytical skills and ability to prepare engaging reports and presentations.
- Ability to leverage data analytics to gain insights into audience behaviour, campaign effectiveness and put those learnings into actionable insights
- Ability to work to short timelines, prioritising multiple tasks and deliver effectively to deadlines.
- Willingness to learn new skills and contribute in a team environment – adding to the ability to work independently as well as a member of a team.
- Sound knowledge of and demonstrated interest in contemporary digital marketing trends and technologies.
- Experience working in an agency environment managing multiple client accounts is highly desirable, particularly with exposure to diverse industries and marketing objectives.
- Experience working on fundraising campaigns or in the not-for-profit sector is advantageous, with an understanding of donor journeys and supporter engagement.
- Current right to work in Australia.

### **COMPETENCIES**

- Lead by example. In MSF- Australia, the following five values form the foundations of our culture: **Transparency, Respect, Understanding of Diversity, Stepping In** and **Collaboration**. As a leader, your behaviours and actions are expected to consistently reinforce these values.
- The ability to work collaboratively to develop digital activity plans that align with the organisation's goals and objectives is essential.
- Embed a culture of innovation and accountability in the teams and demonstrate that as a leader in the organisation.
- Openly model and support efforts to increase collaboration across teams and departments.

<b>DATE:</b>	
<b>Signed: (Job Holder)</b>	
<b>Signed: (Manager / Director)</b>	