

Digital Marketing Specialist

Full-time; Fixed-term (until 12 June 2026)

Tearfund is one of New Zealand's leading faith-based NGO's with world-class development partnerships and programmes across low and middle-income countries. We are a highly respected charity that inspires people to give, learn, advocate and stand up against injustice. Our mission statement is: "Motivated by Jesus, we encourage Kiwis to act for justice to relieve poverty among the world's most vulnerable people". Our work encompasses modern slavery, child development, farming, enterprise, and humanitarian response.

Tearfund primarily relies on Kiwis' financial generosity to support development projects led by local partners who work in places that are facing issues of poverty, scarcity, disempowerment and injustice.

The role

The Digital Marketing Specialist role is part of a fast-paced creative team. Your creativity will be guided by your strategic mindset, and technical capability. **We encourage innovation, empowering our team to use AI intelligently, creating more space for human creativity, strategic thinking, and meaningful impact.**

The role is responsible for:

- Building and sending out of all Tearfund eDM's
- Managing, building, and updating content and functionality on Tearfund's website using CMS platforms, and identifying where improvements are needed.
- Building and implementation of digital ads on Meta and other digital channels
- Reporting and data analysis to inform improvements to our digital strategy.

The role requires strong communication skills as it also acts as the liaison between managers and external advertising agencies.

The role is full-time and fixed-term until 12 June 2026. Tearfund's offices are in Mount Roskill, Auckland. This hybrid role offers the opportunity to work from home while also balancing time in the office.

Ideally, you'll have some or all of the following:

- A genuine interest in Tearfund as an organisation – our mission, ethos, and the important work that we do.
- 3-5 years of relevant experience in the areas listed below:
- Experience managing, creating, and updating content and functionality on websites using CMS platforms.

- Website project experience, ideally with website management, audit or website review experience.
- Hands-on experience in building EDM's, as well as using platforms like Mailchimp, HubSpot, or similar.
- Practical experience with digital ad platforms (Google Search & Display Ads, Meta Ads Manager) and familiarity with paid marketing campaigns.
- Experience using analytics tools (Google Ads, Google Analytics, Meta, A/B testing software and similar) to measure performance and optimise marketing strategies.
- Comfortable reviewing and reporting back on data insights
- Strong written communication skills
- High capacity and energised by a busy role.
- Experience working well both independently and collaboratively
- Excellent prioritisation and time management skills.
- Solutions-focused, with a can-do attitude

In return we'll provide;

- A friendly, supportive and high-performing team environment.
- The opportunity to participate in Tearfund's Christian culture with weekly professional and personal learning opportunities.
- Hybrid work environment.

To apply please **include your CV and a cover letter** confirming why you're interested in the role and working at Tearfund.