

# Digital Advertising Marketer

## Why should you join Tearfund?

We're a team of kiwis and internationals who believe that, by partnering with local communities in developing countries, we can end extreme poverty in our lifetime. For the last 45 years we've been living out God's kingdom values of love, hope and transformation around the world. Because that's what this world needs, faith in action! Does that resonate with you? If so, keep reading...

## Why should you apply for this role?

You'll like this role because you get to lead digital improvements to our website & online presence. This means analysing our online engagement (check how our visitors are interacting with the website etc.) and working together with our technical team to make it better. And once you're happy with it you get to promote the page online and drive new traffic to our website using SEO, digital ads and social media channels. You are the person who makes sure pages are up and running and the content is fresh and up-to-date.

## Why are you the right candidate?

- You are curious. You wonder how they build that, how something works and whether it worked.
- You are comfortable with using Wordpress, Drupal, Joomla, Kentico or any other CMS system out there.
- You're analytical and you make choices based on data – in other words, you spend as much time analysing your workout stats as you do actually working out.
- The thought of “continuous improvement” excites you.
- You want to maximize the monthly Google grant and tweak ads daily.
- You don't just want a job, you want to work with meaning. You believe you can actually make a difference in this world.

## You can back this up because you have:

- A tertiary degree in commerce or marketing
- 1+ years' experience working in a similar, digitally focussed role
- Excellent communication acumen

## Plus you've got experience with:

- Analytics – Adobe Analytics, Google Analytics
- Search – Google AdWords & SEO

- HTML & CSS
- A Website CMS – (Kentico preferred)
- Microsoft Excel

**It's not an easy job, but very rewarding.  
You're not just part of a team, you'll be part of a whānau.  
Give it a shot, we'd love to hear from you!**