

POSITION VACANT: Digital Marketing Officer

Are you a digital acquisition specialist who loves testing ads, analysing performance, and turning clicks into committed supporters? The Invasive Species Council is seeking an enthusiastic and motivated Digital Marketing Officer to drive supporter growth for our advocacy and fundraising work through social media advertising, online petitions, and optimised digital journeys. Be a critical part of a national organisation that has a strong reputation for success in tackling one of the greatest threats to Australia's biodiversity – invasive species.

Position:	Digital Marketing Officer
Reports to:	Individual Giving and Supporter Engagement Manager
Basis:	Full time (1.0FTE)
Location:	Remote home or shared office in Katoomba or Wollongong
Duration:	Two-year contract, extension possible depending on performance and funding
Salary range:	\$85,000-\$95,000 plus superannuation, depending on skills and experience. Salary packaging, 1 week pro-rata paid study or field work leave, plus three days bonus ex-gratia leave Christmas/New Year are part of the package.

About the role

The Digital Marketing Officer is a hands-on role focused on growing our digital audience and supporting fundraising outcomes.

This role is ideal for someone who is passionate about paid social, data, and conversion optimisation. You'll be responsible for the execution of our supporter growth engine - building and maintaining paid petitions, testing advertising creative and audiences, and ensuring our digital pathways make it easy for people to take action for nature. If you enjoy experimenting, learning from data, and improving performance week-to-week, we'd love to hear from you.

Working closely with the Individual Giving and Supporter Engagement Manager, you'll build, test, and optimise paid social campaigns, shaping our supporter's first impression of the Invasive Species Council. From ads and petitions to landing pages and donation asks, you'll focus on creating clear, engaging pathways that invite people to take the next step.

This role is perfect for someone who loves trying new ideas, digging into the data, and refining what works, while confidently working towards clear targets in an advocacy-based fundraising environment.

ISC recognises the importance of family-friendly work arrangements. To support this, we offer flexible working hours designed to accommodate school and childcare commitments. Alternative or reduced work hours may be considered for the right candidate.

Key Responsibilities

Social Media Advertising and Supporter Growth

- Build, execute, and monitor paid social media campaigns (primarily Meta and Google) to drive supporter acquisition via petitions and sign-ups.
- Coordinate a test-and-learn approach to advertising, experimenting with formats, platforms, creative and audiences.
- Manage campaigns in line with allocated budgets, working towards achieving set supporter acquisition and performance targets, including cost-per-lead and volume benchmarks.
- Maintain clear tracking (UTMs, naming conventions) for Google Analytics.
- Bring your love of data to track daily campaign performance and contribute to the team's monthly reports - helping tell the story of what worked, what didn't, and what's next.

Petitions, Landing Pages and Conversion Optimisation

- Build and maintain paid website petitions, sign-up forms, and landing pages used for supporter acquisition.
- Experiment with different headlines, imagery, page layouts, and calls-to-action to improve supporter engagement.
- Bring energy and collaboration to work with the Fundraising, Advocacy, and Communications teams to identify exciting advertising opportunities.
- Help ensure petitions and sign-ups lead smoothly into donation asks and longer-term supporter engagement.
- Build, manage, and test custom audiences and lookalike audiences to support paid acquisition, retargeting, and campaign optimisation.

Digital Content for Acquisition

- Apply your creative eye to producing engaging image and video assets for paid social campaigns using Canva or Adobe tools.
- Help turn big, complex environmental issues into clear, action-ready messages.

Other

- Promote the work, positions and strategic directions of ISC.
- Adhere to ISC policies and procedures and ensure adherence by staff, contractors and volunteers.
- Attend staff meetings and training.
- Proactively contribute to a positive, collaborative and values-driven culture with the team and organisation.
- Practice and promote appropriate self-care and collaboration at an individual, team and organisation-wide level.
- Celebrate ISC's contribution to the environment and all Australians.
- Some out of hours work will be required in this role.
- Other duties as determined by the Individual Giving and Supporter Engagement Manager from time to time.

Selection Criteria

Essential

- **Experience:** 2–3 years' experience in digital engagement, supporter acquisition, or fundraising within an NGO, advocacy, or purpose-driven organisation.
- **Paid Social Advertising:** Hands-on experience using social media advertising platforms (especially Meta Ads Manager and Google).
- **Conversion Focus:** Experience building or managing petitions, sign-up forms, or landing pages designed to grow supporter lists.
- **Data Literacy:** Ability to interpret campaign performance data and apply learnings to improve results.
- **Communication:** A confident communicator with experience distilling complex issues into clear, accessible messaging.
- **Design:** A good visual eye and a love of making things look great, with experience creating digital assets using Canva or similar tools.
- **Adaptability:** Comfortable adapting plans and priorities in response to evolving fundraising campaigns, timelines, and opportunities.

Desirable

- Knowledge of CRM systems and email automation.
- Experience with SEO and website optimisation.
- Specific experience in advocacy-based fundraising or campaign storytelling.
- A passion for environmental conservation and an understanding of invasive species issues in Australia.

Other:

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- Attend staff meetings and training.
- Proactively contribute to a positive, collaborative and values driven culture with the team and organisation.
- Practice and promote appropriate self-care and collaboration at an individual, team and organisation-wide level.
- Celebrate ISC's contribution to the environment and all Australians.
- Other duties as determined by the Operations Manager from time to time.

Location

Remote home or shared office in Katoomba or Wollongong.

Applications

Please send a resume with at least two referees and a statement explaining how you meet each of the selection criteria to recruitment@invasives.org.au. Applications that do not directly address each criterion will not be accepted.

Applicants must possess full working rights in Australia to be eligible for appointment. A current National Police Check (NPC) will be required and a Working With Vulnerable Persons Check (WWVP) may be required.

Invasive Species Council is an equal opportunity employer. Aboriginal and Torres Strait Islander people, people from culturally diverse backgrounds and people with disabilities are encouraged to apply.

Applications close: 11:59 pm Sunday 15 February 2026.

Applications will be reviewed continuously and interviews will be arranged as shortlisted applications are received. We strongly encourage you to apply early.

Further information

Contact Heidi Fin, Individual Giving and Supporter Engagement Manager heidif@invasives.org.au for specific information about the role.

About the Invasive Species Council

The Invasive Species Council aims to tackle some of our most challenging invasive species threats and drives systemic reform to Australia's biosecurity system and environmental laws.

Our team values are:

- We are relentless in pursuing outcomes and having impact.
- We are not scared to fail and learn from the experience.
- We are collaborative, resourceful and take initiative.
- We are all responsible for a healthy team culture.
- We are connected to and speak up for nature.
- Integrity is not negotiable

You will be joining a dynamic team that advocates for nature, is committed to science, is fearless and persistent and is collaborative with first Australians.

The Invasive Species Council is a non-government, donor-funded organisation that seeks to build a stronger, more collaborative biosecurity system that reduces the threat of invasive species to nature in Australia.

Invasive species have been the major cause of Australian animal extinctions since colonisation, and their threat is escalating as more invaders arrive, spread and interact with other threats. More effective prevention, eradication and control of invasive species is essential for the survival and recovery of thousands of threatened and declining species.

Formed in 2002, the Invasive Species Council is Australia's only environmental organisation dedicated to strategically tackling this issue and has made numerous interventions that have reduced the environmental impacts from invasive species.

The Invasive Species Council has made numerous interventions to reduce the environmental impacts from invasive species. Over recent years we:

- played a major role in the establishment of the national Office of Environmental Biosecurity.
- secured \$100 million threat of highly pathogenic avian influenza.
- secured over \$1 billion for the national red fire ant eradication program.
- secured \$25 million to eradicate yellow crazy ants from Cairns and Townsville.
- led efforts to recognise the national threat from expanding feral deer populations.
- jointly conducted ground-breaking research to identify harmful invasive insects that could establish in Australia.
- co-hosted the Australian Biosecurity Symposium since 2019.
- drove the Reclaim Kosci campaign that has seen reductions in feral horses in Kosciuszko National Park.

Our 2022-2030 Strategic Plan can be found here: <https://invasives.org.au/about-us/strategic-plan/>

More details about all our campaigns can be found on our website: <https://invasives.org.au/>