

# Digital Performance Lead

## Success Profile

Your division	Marketing
Your team	Digital Marketing
You report to	Digital Performance Manager

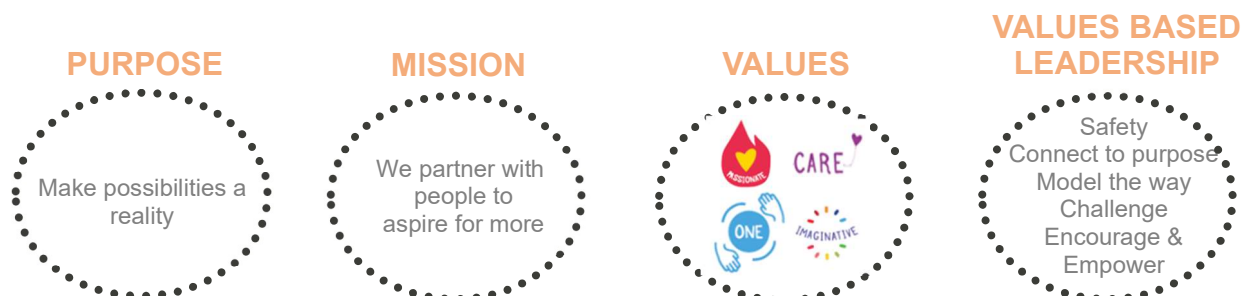
### PURPOSE OF YOUR ROLE

The purpose of this role is to lead the performance, optimisation, and continuous improvement of Endeavour Foundation's digital ecosystem, spanning the website (HubSpot CMS), SEO, paid media, CRM, marketing automation, and conversion optimisation.

As a key member of the Digital Performance Team, you will drive data-led decisions that improve engagement, lead generation, and conversion across Endeavour Foundation's service portfolios (Home, Community, Work, and B2B). This role is ideal for a digital all-rounder who thrives on improving performance end-to-end and collaborating across internal teams and external agencies to deliver measurable outcomes and report directly to the Digital Performance Manager.

Your success will be measured by improvements in lead generation, conversion rates, digital channel efficiency, website performance, and collaboration effectiveness across marketing, sales, and service teams.

### ORGANISATIONAL PROFILE



### KEY SUCCESS AREAS

<b>SAFETY</b>	<ul style="list-style-type: none"><li>• Embed a strong culture of safety and compliance in all digital marketing practices, ensuring data governance, accessibility, and user privacy are maintained.</li><li>• Model safe and ethical data handling in GA4, HubSpot, and Salesforce reporting.</li><li>• Identify and report potential risks in data management, privacy, or web systems.</li><li>• Actively participate in all mandatory WH&amp;S and organisational safety training.</li></ul>
<b>CUSTOMER CONNECTION</b>	<ul style="list-style-type: none"><li>• Ensure customers, families, and supporters are at the heart of all digital initiatives.</li></ul>

	<ul style="list-style-type: none"> <li>• Lead the continuous optimisation of the Endeavour Foundation website to improve accessibility, speed, and conversion performance.</li> <li>• Translate digital insights into actionable improvements that enhance the customer journey.</li> <li>• Develop and execute multi-channel strategies that increase awareness, engagement, and lead generation.</li> <li>• Use GA4, HubSpot, and Salesforce data to identify audience trends and opportunities for growth.</li> <li>• Develop sophisticated customer segmentation and personalisation strategies that deliver relevant, engaging content to diverse audiences including NDIS participants, business clients, and community stakeholders.</li> </ul>
<b>OUR PEOPLE</b>	<ul style="list-style-type: none"> <li>• Provide leadership and direction to the Marketing Specialist – Campaigns (Paid Media) and Digital Advisor (Web), ensuring clarity of goals, collaboration, and accountability for measurable performance outcomes.</li> <li>• Guide and mentor digital team members to build capability across performance marketing, SEO, and web optimisation.</li> <li>• Foster a culture of continuous improvement, innovation, and learning through testing, analytics, and data insights.</li> <li>• Collaborate closely with the marketing, brand, and communications teams, as well as agency partners, to deliver integrated campaigns.</li> <li>• Foster cross-functional collaboration with service, sales, and ICT teams to ensure cohesive digital execution.</li> <li>• Promote continuous learning and innovation within the team through testing, analytics, and data insights.</li> </ul>
<b>OPERATIONAL EXCELLENCE</b>	<ul style="list-style-type: none"> <li>• Oversee website performance and technical optimisation using HubSpot CMS and SEO best practices.</li> <li>• Manage paid media and organic performance channels to meet lead and conversion targets.</li> <li>• Implement CRO experiments, UX improvements, and A/B tests to enhance lead quality and conversion efficiency.</li> <li>• Ensure accurate tracking and reporting across GA4, HubSpot, Salesforce, and Looker Studio.</li> <li>• Develop dashboards that clearly communicate performance insights and recommendations.</li> <li>• Streamline campaign workflows and reporting to improve operational efficiency.</li> <li>• Lead key digital transformation and integration projects connecting HubSpot, Salesforce, and web systems to improve efficiency and data flow.</li> <li>• Explore opportunities to apply AI, automation, and predictive analytics to enhance campaign optimisation and reporting accuracy.</li> <li>• Manage relationships with agency partners and digital vendors, ensuring accountability, ROI, and consistent performance standards.</li> </ul>
<b>FINANCIAL SUSTAINABILITY</b>	<ul style="list-style-type: none"> <li>• Deliver measurable performance improvements that support cost efficiency and ROI across digital channels.</li> <li>• Monitor CPL, lead quality, and conversion metrics to ensure optimal budget allocation.</li> <li>• Use performance insights to guide investment decisions and identify optimisation opportunities.</li> </ul>



	<ul style="list-style-type: none"> <li>Support budget management for paid media, SEO, and CRO activities, ensuring alignment with organisational goals.</li> </ul>
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## WHAT YOU NEED TO SUCCEED

<b>CAPABILITIES</b>	<ul style="list-style-type: none"> <li>Demonstrated ability to lead a digital marketing team, setting clear goals, coaching team members, and driving measurable performance outcomes.</li> <li>Demonstrated ability to manage and optimise multi-channel digital marketing performance.</li> <li>Advanced understanding of HubSpot CMS and Marketing Hub.</li> <li>Strong analytical capability with proficiency in GA4, GTM, Salesforce, and Looker Studio.</li> <li>Proven ability to translate data into insights that inform decision-making.</li> <li>Strong collaboration, communication, and stakeholder management skills.</li> <li>Solid understanding of accessibility, UX, and web performance principles.</li> <li>Exceptional analytical and strategic capabilities with the ability to interpret complex data and provide actionable insights for marketing strategy and performance improvement.</li> <li>Ability to balance technical expertise with strategic marketing thinking, ensuring technology solutions align with business objectives and customer needs.</li> <li>Strong project management and system integration capabilities with experience in connecting multiple platforms and managing data integrity.</li> <li>Ability to work autonomously while maintaining strong collaboration with marketing teams, providing technical expertise and strategic insights across all digital marketing activities.</li> <li>Ability to communicate complex performance insights clearly to senior stakeholders and influence decision-making.</li> <li>Demonstrated success delivering digital transformation initiatives that improved efficiency, integration, and performance.</li> </ul>
<b>SKILLS &amp; QUALIFICATIONS</b>	<ul style="list-style-type: none"> <li>Bachelor's degree in marketing, Digital Marketing, or related field.</li> <li>Minimum 5+ years' experience in digital marketing, performance, or optimisation roles, including team leadership responsibility.</li> <li>Strong understanding of SEO, paid media, and website analytics.</li> <li>Hands-on expertise in using data visualisation tools (e.g., Looker Studio, Power BI) to influence decision-making.</li> <li>Proven experience managing website, SEO, and paid media performance, with measurable improvements in lead generation, engagement, and conversion rates.</li> <li>Familiarity with Salesforce CRM and marketing automation workflows.</li> <li>Experience managing agency relationships and vendor contracts to ensure accountability and ROI.</li> <li>Experience with CRO tools such as Hotjar, VWO, or HubSpot A/B testing</li> <li>Excellent communication and stakeholder engagement skills.</li> <li>HubSpot and Google Ads certifications (preferred).</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>Proven experience managing website, SEO, and paid media performance, with measurable improvements in lead generation, engagement, and conversion rates.</li> <li>Demonstrated success delivering high-performing digital ecosystems — optimised for UX, SEO, and marketing automation through HubSpot CMS.</li> </ul>



	<ul style="list-style-type: none"> <li>• Strong track record of using data-driven insights to improve campaign efficiency, channel ROI, and customer journey outcomes.</li> <li>• Experienced in leading cross-functional teams to align marketing, sales, and service goals, strengthening collaboration and performance outcomes.</li> <li>• Background in not-for-profit, disability services, or other customer-focused sectors (highly regarded).</li> <li>• Proven ability to shape and execute digital strategies that align with broader organisational and marketing objectives.</li> <li>• Experience translating performance insights into actionable strategic recommendations for leadership teams.</li> <li>• Demonstrated ownership of key digital transformation projects or cross-team initiatives improving efficiency and business impact.</li> <li>• Experience applying AI, automation, or advanced analytics to enhance campaign performance and reporting accuracy.</li> <li>• Ability to identify new digital opportunities and implement test-and-learn frameworks that drive continuous improvement.</li> <li>• Hands-on expertise in using data visualisation tools (e.g., Looker Studio, Power BI) to influence decision-making.</li> <li>• Experienced in partnering with ICT, service delivery, and sales teams to ensure digital systems are integrated and customer journeys are seamless.</li> <li>• Skilled at managing agency relationships, performance contracts, and digital vendor partnerships to ensure accountability and ROI.</li> <li>• Strong stakeholder communication skills, with experience presenting insights and recommendations to senior executives.</li> <li>• Proven ability to embed a data-driven performance culture within marketing teams, balancing creativity with accountability.</li> <li>• Experience mentoring or upskilling team members in areas such as SEO, CRO, and marketing automation.</li> <li>• Track record of successfully managing competing priorities in a dynamic, fast-paced environment.</li> <li>• Experience within the not-for-profit, disability, or customer-focused sectors (highly regarded).</li> </ul>
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