

POSITION INFORMATION PACK

DIGITAL PERFORMANCE MANAGER

Diversified Australia
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diversified



ABOUT DIVERSIFIED

Diversified Australia is a leading trade events and business media company, and we are on a mission to connect, educate and strengthen Australian business communities.

As part of a third-generation, family-owned global group that has been growing since 1949, we bring industries together through world-class trade shows, conferences and digital content. Our portfolio spans Food and Hospitality, Manufacturing, Energy, Security, AV and more. Every year, our events help thousands of businesses make connections, discover new ideas and do business.

At Diversified, we're producers, educators and strategists. We curate the bright ideas, create the communities and run the events that industries rely on to grow. Our people work across Melbourne and Sydney and sit proudly within a global network with offices in the US, Canada and the UK. That means real career pathways, local ownership of your work and the backing of a business that's built to last.

We're a team that brings the same energy and passion to everything we do, from the trade show floor to community volunteer days, and we celebrate the wins along the way. If you want to grow your career, be trusted with real responsibility and help shape the future of Australia's business events, we'd love to hear from you.

Our Values

- We bring our best always
- We stand together
- We are curious
- We are humble
- We are inspired
- We take the long view

Our Vision

To create powerful industry ecosystems, powered by data and technology, that facilitates commerce, shares valuable insights and drives industry change.



THE ROLE

We're looking for a curious, commercially minded and results-driven Digital Performance Manager to join our Marketing team based in Melbourne, to help shape the future of digital marketing performance across Diversified Australia's exciting portfolio of events.

Reporting to the Head of Marketing, you'll take ownership of three key areas: performance analytics and attribution, paid media strategy and optimisation, and SEO and organic growth. You'll be the person who connects the dots between marketing activity and commercial outcomes, helping our teams understand what's working, where the opportunities are and how we can achieve even better results.

You'll lead the development of meaningful performance reporting and attribution frameworks, using tools like GA4 and Looker Studio to turn complex data into clear, actionable insights. You'll also shape our paid media approach across Google, Meta and LinkedIn, working closely with our external agency to optimise campaigns, challenge assumptions and ensure our marketing investment is delivering genuine value.
Beyond paid media, you'll drive our SEO and organic growth strategy, identify opportunities to improve website performance and conversion rates, and help create seamless digital journeys that turn interest into registrations.

But this role is about much more than dashboards and numbers. You'll be a trusted partner to our Marketing Managers, working collaboratively across campaigns, sharing insights and helping the wider team make smarter, more confident decisions. You'll have the opportunity to influence strategy, introduce new ideas and build a stronger, more data-driven approach to marketing across the business.

You'll have the support of a passionate, collaborative team that values curiosity, fresh thinking and continuous improvement. If you're someone who loves combining technical expertise with commercial thinking, enjoys solving problems and wants to see the real-world impact of your work, we'd love to meet you!



KEY ROLE ACCOUNTABILITIES

Attribution & Performance Analytics

- Build and maintain a cross-brand attribution model that independently tracks the contribution of each marketing channel (paid search, paid social, email, organic, and direct) to registrations and leads.
- Own the GA4 implementation across all brand websites — including event tracking, conversion goal configuration, cross-domain tracking, audience setup, and custom reporting.
- Maintain documentation as a source-of-truth reference for the analytics setup including tracking implementation, GA4 configuration, and attribution logic, enabling continuity.
- Build and maintain consolidated performance dashboards for use in regular campaign reviews.
- Present cross-brand data in a format that enables fast, informed decisions across the team providing clear performance narratives with recommended actions.
- Own the UTM framework, naming conventions, and tagging governance across all brand campaigns. Ensure consistent implementation by Marketing Managers and Coordinators, and coordinate with the Technology team on GTM, pixel configuration, and cross-domain attribution monitoring.
- Sit across all brand campaigns with a specific focus on the conversion phase — identifying where pre-registrations are failing to materialise, surfacing patterns mid-campaign rather than post-event, and feeding insights directly into the fortnightly campaign review cadence.
- Support the annual budget planning cycle by providing performance data and cost-per analysis. Enable the HoM and MMs to make evidence-based investment decisions and build budgets.
- Periodically review UX and web-build tools and trends, providing recommendations to Marketing Managers, outsourced developers, or the Technology team (this role does not require hands-on UX design or web-build execution).
- Lead a regular conversion rate optimisation cadence across brand websites - using CrazyEgg, GA4, and user behaviour data to identify friction points in the registration journey - and recommend improvements, prioritising changes based on commercial impact.



KEY ROLE ACCOUNTABILITIES

Paid Media Oversight & Vendor Management

- Set the paid media strategy across all brands — defining channel mix, audience targeting approach, campaign objectives, and budget allocation by brand and campaign phase. Brief the agency clearly on objectives and success metrics, and ensure activity is sequenced to support the broader campaign plan developed by Marketing Managers.
- Serve as the primary internal counterpart to the digital media agency across all brands — attending WIPs (with marketers if relevant), reviewing campaign plans and recommendations, and maintaining a productive working relationship that holds the agency to high standards without creating unnecessary friction. Escalate agency performance concerns to the Head of Marketing where required.
- Interrogate agency reporting against independent GA4, Account Engagement, and EventsAir data — identifying discrepancies, challenging claims that cannot be verified internally, and providing the Head of Marketing and Marketing Managers with an honest view of paid activity.
- Provide the agency with data-led optimisation direction based on internal performance analysis — recommending adjustments to creative, targeting, bid strategy, or budget pacing.
- Track paid media spend across all brands against approved budgets — monitoring pacing, flagging overspend or underspend risks and providing the Head of Marketing with regular visibility of cost-per-lead and cost-per-registration by channel and brand.
- Own the paid media tracking framework across Meta, LinkedIn, and Google Ads — ensuring pixel setup and event tracking are accurate and consistent with GA4 data, coordinating with the Platforms team on implementation where changes to infrastructure are required, and conducting periodic cross-checks and audits of analytics data for accuracy.

Capability & Collaboration

- Support Marketing Managers in developing their ability to read and interpret performance data — providing frameworks, reviewing reporting outputs, and building shared data literacy across the team.
- Work closely with Marketing Managers throughout campaign cycles — attending key planning sessions, providing performance data, and ensuring analytical insight feeds into campaign decisions.
- Maintain a productive working relationship with the Technology team on tracking infrastructure, integrations, and data flow.



KEY ROLE ACCOUNTABILITIES

SEO & Organic Growth

- Own the SEO strategy across all brand websites — conducting keyword research, identifying content and structural opportunities, implementing on-page optimisations, and tracking organic performance through Search Console and GA4.
- Ensure each brand website is structured and optimised to support both discovery and registration conversion and manage Google Search Console across all brand properties to monitor indexing status and identify search performance trends.
- Monitor and flag technical SEO issues across websites including speed, crawlability, indexing, structured data, and mobile performance - coordinating with the Technology team to implement fixes.
- Provide SEO-informed direction to Marketing Managers and Coordinators on content strategy - identifying keyword opportunities, advising on page structure and metadata, and ensuring campaign landing pages and event content are optimised for organic visibility.

Company Advocacy and Professionalism

- Represent Diversified Australia in the market as a quality provider of exhibition services
- Promote internal company advocacy through professional and courteous behaviour
- Demonstrates behaviour aimed at breaking down barriers within the organisation
- Reinforce company values with employees and models company values in own behaviour
- Adheres to health and safety policies and procedures and reinforces behaviours with staff
- Demonstrates the highest standard of ethical behaviour in all activities



SKILLS AND EXPERIENCE

Success in this role will require the following:

- 5 years' experience in a digital marketing performance, analytics, or paid media strategy role — with demonstrated ownership of outcomes across multiple brands or campaigns
- Experience in B2B marketing environments or event and exhibition marketing
- Familiarity with EventsAir or similar event registration platforms
- Experience with CRO tools such as CrazyEgg, Hotjar, or VWO
- Experience in Power Apps, particularly in building and/or maintaining a custom UTM app
- Relevant qualification in digital marketing, analytics, or a related discipline
- Advanced proficiency in Google Analytics 4 — event tracking, attribution modelling, conversion goal setup, audience configuration, and custom reporting
- Proven experience building performance dashboards in Looker Studio or equivalent, with a track record of translating data into clear, decision-ready insights for non-technical stakeholders — including a clear understanding of vanity metrics and why to avoid them in reporting
- Strong working knowledge of paid search and paid social platforms (Google Ads, Meta, LinkedIn) — sufficient to set strategy, interrogate agency recommendations, identify optimisation opportunities, and verify performance claims against independent data
- Demonstrated experience managing digital media agency relationships — able to hold agencies accountable, challenge reporting, and ensure activity is aligned to commercially meaningful objectives
- Demonstrated SEO capability — technical SEO, keyword strategy, on-page optimisation, and Search Console management
- Strong understanding of attribution modelling — including familiarity with different attribution models (e.g. last-click, multi-touch, data-driven) and their practical implications — as well as UTM governance, pixel implementation, and tracking architecture primarily in GTM
- Experience with Salesforce Account Engagement or similar marketing automation platforms
- Ability to manage across multiple brand campaigns simultaneously without losing commercial focus



THE RECRUITMENT PROCESS

1. **Search**
This process will take place by using a variety of media platforms including SEEK and LinkedIn. During this period our People & Culture team may contact you to discuss initial screening questions.

2. **Recommendations for shortlist and shortlist interviews**
After the screening process, our People & Culture team will make a recommendation to the Hiring Manager.

Candidates selected from shortlisting will be contacted and invited to participate in the first round of interviews with the hiring manager and a possible second Diversified representative.

There may be more than one interview/discussion and other key stakeholders may be involved as required.

3. **Due diligence and decision**
Reference and VEVO checks will take place for the leading candidate. Once all checks have been completed, an offer letter, employment agreement and required payroll documents will be sent to the preferred candidate for review and acceptance.

Unsuccessful candidates will be notified.

4. **Contact Information**
For more information on this role, please reach out to our Head of People & Culture at tadamstein@divcom.net.au



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