



POSITION DESCRIPTION

Position Title	Email Marketing Manager (12 month Maternity leave cover)	Position No.	50050421
Team	[Audiences]	Classification	[Administrative/Professional]
Department	Marketing	Schedule Roster Cycle	[Schedule A] [Non-Rostered]
Location	Ultimo	Band / Level	[Band 8]
Reports to	GROUP MARKETING MANAGER, DATA & STRATEGY	HR Endorsement	3/06/2019

Purpose

To manage the translation of CRM strategy into executional roadmaps across **email marketing**, and delivery of technical projects that ensure leverage of available data and Salesforce platform capability to support the audience experience and deliver against ABC digital audience acquisition and engagement objectives.

Key Accountabilities

Strategy, Planning and Implementation

- Manage the translation of CRM Strategy into executional roadmaps across **email marketing**.
- Support the development of segmentation strategies and manage the implementation of these to effectively target email audiences, and support the build of this into wider marketing data strategy plans to leverage data from other sources as appropriate.
- Lead the development of measureable audience journey strategies **for email** to offer best audience experience from sign up, enabling content & product discovery; and acquisition and retention of audiences.
- Develop testing strategies for email marketing broadly, to ensure the most effective approach is adopted to reach KPIs.
- Ensure robust measurement is in place across all email marketing and translate insights and learnings from data into actions that support the delivery of KPIs across email acquisition and retention objectives.
- Lead the positive adoption of Salesforce Marketing Cloud and ensure platform is leveraged in the most effective way by all email stakeholders to achieve KPIs.

Project management

- Manage the integration of Salesforce Marketing Cloud with other data sources, and the build of robust data for further personalisation of email
- Lead the build of technical project roadmaps that tap into the most effective use Salesforce Marketing Cloud as part of the broader CRM strategy.

Stakeholder management

- Collaborate with internal teams (media, marketing, product, technology) to build plans and ensure email marketing contributes effectively to the greater audience experience.
- Build effective communication plans that inform broader ABC teams on CRM workstreams.
- Work with external partners to ensure optimal leverage of the Salesforce platform and market expertise.
- Work collaboratively with all ABC teams to ensure email marketing is an effective audience acquisition and retention driver.





POSITION DESCRIPTION

- Support an agile culture of continual learning and drive positive acceptance and adoption of data driven marketing strategies.
- Actively promote the ABC values and apply all relevant workplace policies and guidelines.
- Cooperate with any reasonable instruction, procedure or policy relating to safety and take reasonable care for your own safety and that of other people who may be affected by your conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Team Directors, and other Officers.

Key Capabilities/Qualifications/Experience

1. Demonstrated knowledge and experience using Salesforce Marketing Cloud solution, including the ability to train others on best use of this platform.
2. 5+ years experience implementing CRM plans, A/B testing and reporting including audience journey mapping.
3. Demonstrated experience in integrating data (web/email/app), and data segmentation with actionable outcomes.
4. Knowledge of HTML, CSS, SQL and Ampscript.
5. Demonstrated ability to leverage data and insights and deliver quality, actionable and effective plans.
6. Demonstrated experience of audience and platform measurement metrics and the technical implementation and constraints around the use of action/event tracking.
7. Proven experience in building strong internal and external relationships and negotiating and influencing stakeholders effectively.
8. Demonstrated strong analytical and problem solving skills with an aptitude for creative and strategic thinking.
9. Demonstrated interpersonal and communication skills including verbal and written skills and a demonstrated ability to work under pressure.
10. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
11. **ABC Policies:** Understanding of the relevance and scope of ABC policies and the ABC Principles and a commitment to adhere to these; particularly in relation to complying with health, safety and wellbeing requirements in the workplace and acting in accordance with the ABC Principles.
12. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.