



POSITION DESCRIPTION

Position Title	CRM Strategist	Position No.	50056506
Team	Audiences	Classification	Administrative/Professional
Department	Marketing	Schedule Roster Cycle	Schedule A Non-Rostered
Location	Ultimo	Band / Level	Band 9
Reports to	Group Marketing Manager, Data & Strategy	HR Endorsement	12/08/2019 (AS)

Purpose

To effectively manage the build and delivery of CRM strategies and plans that acquire & engage audiences via personalised on and off platform experiences.

Key Accountabilities

CRM Strategy & Planning:

- Lead in collaboration with the Group Marketing Manager, Data & Strategy, the development of an ABC-wide CRM Strategy, that leverages the CRM vision and is underpinned by marketing data.
- Lead the translation of CRM Strategy into executional roadmaps & workstreams that deliver audience value to the ABC.
- Lead the conversion of marketing data insights into audience engagement strategies that support the audience experience across all touchpoints on platform and off platform particularly through paid media and email.
- Lead the build of segmentation strategies that effectively bring together and leverage data from all sources and engage audiences across all touchpoints.
- Develop on and off platform audience journeys and segmentation frameworks and collaborate with teams to leverage across media, marketing & product strategies.
- Collaborate with teams to leverage data insights to inform marketing, media, product and content strategies.

Implementation & Project Management:

- Manage the build of marketing data infrastructure that enables the integration of data source/points and accessibility of data (including tag management, platform integrations, tool implementations).
- Lead the build of technical project roadmaps that tap into the most effective use of CRM platforms as part of the broader CRM Strategy.
- Manage project implementations of marketing data platforms where required.
- Lead the day to day optimisation of CRM strategies, collaborating with the CRM analyst to leverage insights and inform marketing and media initiatives.
- Lead the development of scalable testing plans across CRM channels that supports agile learning, best practice and performance efficiencies.
- Stakeholder Management:
 - Collaborate with internal teams (marketing, media, technology, product), championing CRM and where required encouraging positive and effective ways of working that contribute to the greater audience experience.
 - Build and maintain collaborative relationships with external agencies & partners to support day to day tasks and future planning, and leverages market expertise.





POSITION DESCRIPTION

General:

- 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. Extensive experience managing CRM strategies, audience journeys and segmentation frameworks.
2. Demonstrated experience and proven record managing and translating organisational strategies, and delivering quality, actionable and effective plans.
3. Demonstrated experience in the planning and execution of CRM roadmaps including the use of: off platform channels including: paid media, digital and broadcast media, marketing, publicity, email and on platform experiences.
4. Strong quantitative data analysis and reporting skills.
5. Demonstrated knowledge and experience in digital media measurement, ad serving, tag management, data aggregation platforms such as DoubleClick and in platform measurement metrics and the technical implementation of event tracking.
6. Demonstrated knowledge and experience of Google Analytics 360; Adobe Experience Cloud (including specifically Audience Manager) and Salesforce Marketing Cloud.
7. Demonstrated experience building strong internal and external relationships, negotiating and influencing stakeholders effectively.
8. Demonstrate strong analytical and problem-solving skills with an aptitude for creative and strategic thinking.
9. Demonstrate 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:** Experience in building an inclusive and supportive culture where diversity is valued.