



POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	MARKETING AUTOMATION SPECIALIST
Position no:	50044651 Fixed Term
Team:	[Audiences]
Department:	Marketing Projects Delivery
Location:	Ultimo
Reports to:	MARKETING LEAD, OPERATIONS 50049967
Classification:	Administrative/Professional
Schedule:	[Schedule A]
Roster cycle	[Non-Rostered]
Band/level:	[Band 7]
HR Endorsement:	25/11/2024

Purpose

Manage the technical build and delivery of 1:1 marketing campaigns (including ABC newsletters and CRM campaigns) within the Marketing Automation Platform (MAP), to support the growth and engagement of ABC audiences. Act as the MAP SME, managing day to day platform operations and capability.

Key Accountabilities

- Under broad direction, manage set up and delivery of 1:1 marketing campaigns and journeys within the MAP including journey/campaign design, build, experimental design, testing and QA.
- Execute data selection and segmentation ensuring accurate campaign targeting, personalisation, and SPAM Act compliance.
- Manage the Marketing Automation Platform to drive platform health and performance, capability/functionality, enhanced automation, and implement controls to monitor admin and access, and overall platform risk.
- Act as the MAP SME, championing the effective use of the MAP by all stakeholders to ensure alignment with business objectives. Provide platform training and documentation, and support in trouble shooting and incident resolution for other users.

- Define and implement testing and QA practices and processes for all users, to ensure data, build, and creative elements are delivered without incident or errors. Maintain QA documentation and controls and drive compliance amongst other users.
- Develop channel measurement and reporting framework and capabilities to track campaign performance, including via dashboards and automated reports.
- Partner with internal teams as well as external agencies to ensure ongoing collaboration and alignment of priorities and projects, and oversee delivery of external projects where required.
- 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. Relevant tertiary qualifications, or demonstrated extensive skills, knowledge, and experience.
2. Demonstrated highly advanced skills, knowledge and experience using email marketing platforms, with an advanced understanding of technical functionality, configuration, automation, and controls.
3. Demonstrated significant knowledge and experience in working in CRM or 1:1 marketing and communications, with an understanding of email best practice, data and audience targeting, and related Spam/Privacy regulations and controls.
4. Demonstrated significant experience in using Salesforce Marketing Cloud or similar enterprise scale Marketing Automation Platforms, with an aptitude to learn new platforms and technology.
5. Demonstrated extensive experience implementing end-to-end email marketing campaigns, including journey and automation builds, A/B testing, personalisation, and measurement.
6. Highly advanced knowledge and experience in using HTML, CSS, SQL and Ampscript.
7. Demonstrated highly advanced skill and ability to leverage data and insights and deliver quality, actionable and effective plans.
8. Proven comprehensive experience in building effective internal and external relationships and negotiating and influencing stakeholders effectively.
9. Excellent interpersonal and communication (verbal and written) skills including a proven ability to balance multiple priorities with competing deadlines.
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.

