**Position Description**

**Position Title:** Engagement Campaign Specialist

**Date:** 06/08/2024

**Reports To:** Christina Yau

**Department:** Customer & Revenue, Kayo Sports and Foxtel Media

**Location:** Artarmon

**Position Summary**

Streamotion is a cutting edge, digital business that brings content and technology together to deliver a unique, world class streaming experience. Our products are Kayo Sports, BINGE and Flash.

Our team champion a deep commitment to entertainment with a focus on cultivating a customer-driven culture. We combine access to the best content in Australia, in a digitally led, fast-paced environment. Our teams are empowered to innovate and influence our products, to continually change the game.

The role of the Customer & Revenue team is to influence known customers (post first sign-up) using our owned communication channels. The path to achieve this is to drive continual improvement in the key base-management performance metrics of trial conversion, retention, save and reactivation.

As Engagement Campaign Specialist, you will build and execute our customer engagement communications. This includes Email, SMS, Push and In-App as delivery channels and templated workflow build and deployments for both, automated and tactical campaigns.

**Major Areas of Responsibility**

* Build, test and execute tactical and automated campaigns involving Email, SMS, Push and In-App notifications for Kayo Sports and Binge.
* Support the design and delivery of campaign workflows for our A.I. driven decisioning program.
* Point-of-contact for campaign planning, collecting campaign briefs, journey flows and turnaround times with business stakeholders.
* Manage campaigns end to end and work collaboratively with internal/external teams to produce best practice integrated engagement campaigns addressing all lifecycle stages.
* Proactively test creative rendering across channels to ensure consistency and optimized delivery of campaigns.
* Monitor campaign activity and deliverability, and contribute to our test and learn strategy.

**Qualifications/Experience/Knowledge Required**

* 2+ years marketing or related experience
* Experience with enterprise level CRM, Marketing Automation, and digital campaign management platforms such as Braze (preferrable), Adobe Campaign, Salesforce Marketing Cloud, Responsys, Marketo.
* Experience in campaign build, execution and optimisation,
* Sound understanding of databases and data-driven marketing, and competent in handling data sets.
* Basic understanding of HTML formatting in email design desired
* Experience with campaign tracking and reporting
* Ability to manage campaign requests and briefs from stakeholders
* Strong written and verbal communication
* Basic skills in Microsoft Excel and PowerPoint
* Bachelor’s degree in business, marketing, analytics or a related field

**Behavioural Competencies Required**

* Customer focused with a base level understanding of the needs of streamers, sports, and entertainment fans
* Detail-oriented and focus on accuracy and consistency
* Excellent communication, collaborative working style, engaging peers, team members and stakeholders to deliver outcomes
* Comfortable operating in a fast-paced environment, able to prioritise effectively across multiple projects and be agile to move with adjusting targets and deadlines

**Work Health & Safety Responsibilities**

* Take all reasonable care for your own safety and for the safety of others;
* Report hazards and incidents in accordance with the Fox Sports Australia WHS management system;
* Work safely in accordance with safe working procedures, work instructions and training;
* Cooperate with any actions taken by Fox Sports Australia to enhance safety; including complying with Cardinal Rules Stop any unsafe work;
* Actively participate in any return to work program agreed to with the Company.