

Customer Data Platform Officer

College/Division	Division of Future Students
School/Section	Office of Marketing
Location	Burnie / Launceston / Hobart
Classification	HEO 5
Reporting line	Reports to Digital Marketing Manager

Position Summary

The University of Tasmania is building a vision of a place-based University with a mission to enhance the intellectual, economic, social and cultural future of Tasmania, and from Tasmania, contribute to the world in areas of distinctive advantage. The University recognises that achieving this vision is dependent on the people we employ as well as creating a people-centred University that is values-based, relational, diverse, and development-focused.

We are seeking to appoint a Customer Data Platform Officer in the Office of Marketing, which is part of the Division of Future Students. The Office of Marketing leads and manages the University's brand marketing activities, supporting the overarching objectives of the University Strategic Plan.

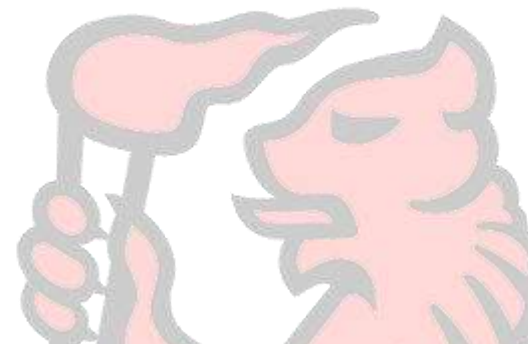
The Customer Data Platform Officer will be the subject matter expert for the Customer Data Platform (CDP). The position is responsible for day-to-day operations of the CDP and its transformation of the marketing program including marketing automation and digital acquisition and retention campaigns.

The position will deliver the vision through providing overall direction, planning, coordination, execution, monitoring, and control of the CDP including training and support for the wider team.

We are an inclusive workplace committed to 'working from the strength that diversity brings' reflected in our Statement of Values. We are dedicated to attracting, retaining and developing our people and are committed to inclusive principles. We celebrate the range of diverse assets that gender identity, ethnicity, sexual orientation, disability, age and life course bring. Applications are encouraged from all sectors of the community. Tell us how we can make this job work for you.

What You'll Do

- Day to day operation of the Customer Data Platform for the university, including developing use cases, platform management, stakeholder management and data flow.
- Review and provide recommendations on the flow of data and integration of systems.
- Create and maintain documentation related to CDP and associated processes for both system administration and end users.
- Create and activate rules for the movement of data between systems.
- Drive the creation of and activation of behavioural and motivational audience segmentation to enable personalized experiences across marketing automation and paid marketing channels.
- Partner with our Research & Insights team to gather customer insights and marketing analytics to better understand our customer and drive marketing efficiency.
- Partner with our Marketing team to improve customer targeting and optimize creative assets unique to each channel.
- Undertake other duties as assigned by the supervisor.



What We're Looking For (success criteria)

- This role requires a broad understanding of marketing technologies and integrations of a CDP to consumer facing applications such as emails, web personalization, content management tools click-rate optimization and analytics tools.
- This role requires strong partnership and interactions with senior executive management and a wide range of stakeholders from across the university including data warehouse, marketing, and IT.
- The Customer Data Platform Officer must be able to work at a detail level, when needed, to identify issues, risks, root causes, develop mitigation strategies and solutions, and identify and track actions to closure. The candidate must be articulate, be able to communicate with management, raise issues and risks quickly, and help develop solutions effectively and openly.
- Demonstratable customer data management experience including, CRM, marketing technology, and audience segmentation

Other position requirements

- Experience with Oracle Marketing Cloud including Eloqua is highly desired.
- Willingness to undertake a medical assessment based on meeting the inherent position requirements

University of Tasmania

The University of Tasmania is an institution with an enduring commitment to our state and community, and a strong global outlook. We are committed to enhancing the intellectual, economic, social and cultural future of Tasmania. Our [Strategic Direction](#) strongly reflects the University community's voice that our University must be place based but globally connected as well as regionally networked and designed to deliver quality access to higher education for the whole State.

We believe that from our unique position here in Tasmania we can impact the world through the contributions of our staff, students and graduates. We recognise that achieving this vision is dependent on the people we employ, as well as creating a university that is values-based, relational, diverse, and development-focused.

More information:

<https://www.utas.edu.au/jobs>

<https://www.utas.edu.au/careers/our-people-values-and-behaviours>

The intention of this position description is to highlight the most important aspects, rather than to limit the scope or accountabilities of this role. Duties above may be altered in accordance with the changing requirements of the position.

