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| **Division:** | | *Audience & Marketing* | Position Title: | *Manager, CRM* | |
| **Department:** | | **Integrated Media** | **Classification:** | **Executive Level 1** | |
| **Location:** | | **Ultimo** | **Position No:** |  | |
| **Reporting to:** | | **Head Integrated Media P408344** | **Approval Date:** |  |  |
| **Purpose:** | To lead and implement a Customer Relationship Management (CRM) system and approach to support the delivery of the digital transformation to drive data driven marketing strategies. | | | | |
| **Key Accountabilities:**  Project Management   * Lead the implementation and adoption of Salesforce Email ProEdition as the email newsletter marketing platform, and meet current and evolving needs of marketing, technical and content partners, including development of all training and governance documentation. * Ongoing project lead & management of implementation of the new CRM platform, ensuring it aligns with the broader ABC vision, technical roadmap and plan and architecture.   Strategy, Planning & Implementation   * Create a strategy and roadmap for the evolution of existing email newsletter practices to establish a future orientated CRM approach. * Create systems and processes and manage the centralised planning of owned promotional inventory across all newsletters, reflecting pre-aligned prioritisation. * Establish KPIs for the ABC wide email newsletter database and introduce ongoing performance based measurement systems and processes. * Identify ways to leverage contemporary data sources and analyse and convert the data into actionable strategies to grow ABC digital audiences.   Stakeholder management   * Collaborate with internal teams to build audience segmentation and create optimal audience journeys across paid and owned media to achieve conversion across multiple channels and customer touch points. * Work collaboratively with all divisions to ensure the CRM works effectively for all aspects of ABC.   Resource and Financial Management   * Allocate and manage resources against priorities.   Leadership   * Contribute to an agile culture of continual learning anddrive positive acceptance and adoption of data driven marketing strategies. * Actively promote the ABC values and apply all relevant workplace policies and guidelines. * All ABC staff are required to cooperate with any reasonable instruction, procedure or policy relating to safety, and take reasonable care for their own safety and that of other persons who may be affected by their conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Divisional Directors and Other Officers. | | | | | |
| **Key Capabilities/Qualifications/Experience:**   1. 5+ years experience implementing CRM systems and marketing strategies, processes and reporting including audience journey mapping. 2. Demonstrated knowledge and experience using Salesforce Marketing Cloud and the Email ProEdition solution. 3. Demonstrated experience and a proven record at a senior level in translating organisational strategies and delivering quality, actionable and effective plans. 4. Demonstrated knowledge and experience of audience and platform measurement metrics and the technical implementation and constraints around the use of action/event tracking. 5. Demonstrated experience and skills building strong internal and external relationships and negotiating and influencing stakeholders effectively. 6. Demonstrated strong analytical and problem solving skills with an aptitude for creative and strategic thinking. 7. Demonstrated interpersonal and communication skills including verbal and written skills and a demonstrated ability to work under pressure. 8. An understanding of and commitment to the ABC’s [aims, values and workplace policies.](http://about.abc.net.au/). | | | | | |