



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, DIGITAL 50049967	HR Endorsement	29/06/2021
Purpose			

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

Key Accountabilities

CRM Strategy & Planning

- In collaboration with the Group Marketing Manager - Digital, lead the development of an ABC-wide CRM Strategy, that encompasses full funnel marketing opportunities, leverages the CRM vision and is underpinned by marketing data.
- Lead the translation of CRM Strategy into executional roadmaps and 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 and drive marketing, media, product and content strategies.

Implementation and Project Management

- Manage the build of marketing data and technology infrastructure that enables the integration of data source/points and accessibility of data, including tag management, platform integrations and 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 analysts and CRM Planner 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 and strategic relationships with external agencies and partners and leverage market expertise to support day to day tasks and future planning.





POSITION DESCRIPTION

ABC Values and Policies

- 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 equivalent significant skills, knowledge and experience.
2. Significant experience managing CRM strategies, audience journeys and segmentation frameworks.
3. Demonstrated significant experience and capabilities in managing and translating organisational strategies, and delivering quality, actionable and effective plans.
4. Demonstrated significant experience in the planning and execution of CRM roadmaps including the use of off platform channels such as paid media, digital and broadcast media, marketing, publicity, email and on platform experiences.
5. High level quantitative data analysis and reporting skills.
6. Demonstrated high level knowledge and experience in digital media measurement, ad serving, tag management, and data aggregation platforms such as DoubleClick and in platform measurement metrics and the technical implementation of event tracking.
7. Demonstrated high level knowledge and experience of Google Analytics 360; Tealium Audience Stream (or similar) and Salesforce Marketing Cloud.
8. Demonstrated highly developed stakeholder management skills with significant experience building strategic internal and external relationships and negotiating and influencing stakeholders effectively.
9. Demonstrated highly developed analytical and problem solving skills with high level creative thinking, and strategic reasoning and judgement skills.
10. Demonstrated highly developed interpersonal and communication (verbal and written) skills with a proven ability to effectively plan and prioritise projects and tasks, while working under pressure to meet tight deadlines.
11. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
12. **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.
13. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.