# POSITION DESCRIPTION

Australian Broadcasting Corporation

| **Label** | **Description** |
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| **Position Title:** | MARKETING AUTOMATION DEVELOPER |
| **Position no:** | 50061712 |
| **Team:** | [Product & Content Technology] |
| **Department:** | Product Engineering |
| **Location:** | Ultimo |
| **Reports to:** | ENGINEERING MANAGER  50055073 |
| **Classification:** | Technologist |
| **Schedule:** | [Schedule A] |
| **Roster cycle** | [Non-Rostered] |
| **Band/level:** | [Band 7] |
| **HR Endorsement:** | 1/07/2021 |

## Purpose

Identify, design and implement improvements to Marketing Automation and Newsletter Platforms used at the ABC, in-line with ABC requirements, best practice, and ABC digital architecture.

## Key Accountabilities

* Under broad direction, develop and maintain customised Salesforce Marketing Cloud solutions of very complex nature using AMPscript, automation, Cloud Pages and data extensions.
* Develop a highly advanced understanding of systems requirements, informing the development and implementation of best practices with appropriate script dependencies, assumptions and constraints.
* Analyse very complex software systems and collaborate with relevant stakeholders to improve design, including governance measurement to ensure applications perform to specification.
* Effectively use highly advanced solution design and technology strategy skills to provide suggestions on how to best use the platform and when to customise versus when to consider other options.
* Develop a cohesive plan in collaboration with other technical stakeholders for improving user workflows and data integrity across platforms.
* Guide and manage stakeholder relationships for both technical and non-technical stakeholders to ensure solutions are fit-for-purpose and meet marketing automation best practice.
* Understand existing solutions and work closely with teams to extend and maintain APIs using Node.js, AWS Lambda, API Gateway, Reactjs based front end and integration with SFMC APIs.
* Implement and maintain very complex analytics and tagging to measure acquisition source, conversion rate and attribution for newsletters and marketing campaigns.
* Configure data integration with other platforms in the ABC ecosystem such as Tealium (Segmentation), SAP Gigya (Identity), Google Analytics 360, the Google Marketing suite and Snowplow.
* 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 extensive skills, knowledge and experience. Certified Salesforce Marketing Cloud Developer is highly desirable.
2. Extensive development experience as a Salesforce Marketing Cloud Developer, including Automation Workflows, Flows and Process Builder as well as highly advanced ability to build/add custom objects, formula fields, triggers, custom views, reports, dashboards, and other similar features.
3. Highly advanced knowledge of AMPscript, internet protocols (HTTPS, SFTP, etc) and how email delivery systems work.
4. Highly advanced Knowledge of SQL is essential to undertake a deep dive on performance and engagement data.
5. Highly advanced knowledge in systems integrations, including retrieving content from external APIs, personalisation and integration with segmentation engines such as Tealium.
6. Full-stack development experience in an AWS environment using technologies such as AWS Lambda, API Gateway, React and Node.js, is desirable.
7. Excellent communication and interpersonal skills with proven experience in driving best practices across different stakeholder groups.
8. Excellent problem solving skills with the ability to resolve very complex technical problems.
9. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
10. **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.
11. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.

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