



# POSITION DESCRIPTION

Australian Broadcasting Corporation

Label	Description
Position Title:	MARKETING OPERATIONS MANAGER
Position no:	50069508
Team:	[Audiences]
Department:	Audiences Marketing
Location:	Ultimo
Reports to:	MARKETING LEAD, OPERATIONS 50060821
Classification:	Administrative/Professional
Schedule:	[Schedule A]
Roster cycle	[Non-Rostered]
Band/level:	[Band 7]
HR Endorsement:	16/08/2024

## Purpose

Manage marketing systems, operations and processes to drive delivery and optimisation of 1:1 marketing campaigns (CRM and newsletters), supporting growth and engagement of ABC audiences. Support in management of the Marketing Automation Platform.

## Key Accountabilities

- Under broad direction, manage campaign traffic and technical delivery of campaigns in the Marketing Automation Platform (MAP) (Salesforce Marketing Cloud), to support CRM and newsletter requirements (predominantly email channel).
- Manage and optimise marketing campaign processes and documentation including QA practices, training materials, and workflows. Actively drive learning and adoption of new campaign processes and practices to ensure compliance.
- Liaise with CRM Managers and Newsletter Producers to support and advise on campaign strategy, drive efficiencies in production and automation, leverage personalisation and test and learn capability, and promote best practice.
- Provide escalation support to the Marketing Operations team for marketing platform queries, issues or incidents, providing subject matter expertise to drive resolution and mitigate future incidents/issues.

- Support the Marketing Lead, Operations in day-to-day management of the MAP including capability, risk, training, reporting and utilisation.
- Partner with internal and external teams (including Marketing, Product, Audience Data & Insights, and Content teams, and external agencies/partners) to improve/develop marketing operations capabilities.
- 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 demonstrated equivalent extensive skills, knowledge and experience.
2. Extensive understanding of and experience in data-driven marketing, CRM, lifecycle marketing with an understanding of end-to-end campaign processes, testing, and measurement.
3. Demonstrated highly advanced knowledge and experience using marketing automation platforms (particularly email channels), with strong understanding of technical delivery and best practice.
4. Highly organised and process-orientated and proficient in creating, improving, implementing and driving adoption of technical and business processes.
5. Outstanding interpersonal and communication skills and proven experience negotiating and influencing effectively at all levels, with both internal and external stakeholders.
6. Substantial project management experience in managing and executing end to end marketing initiatives, with the ability to work independently and as part of a team essential.
7. Demonstrated highly advanced skill and ability to leverage data and insights and deliver quality, actionable and effective plans.
8. Demonstrated advanced skills and experience of audience and platform measurement metrics.
9. Significant ability to work under pressure and balance multiple priorities with competing deadlines.
10. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
11. **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.
12. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.

