

## JOB DESCRIPTION

### Marketing Operations Analyst

#### ABOUT UNITING

**Our purpose:** To inspire people, enliven communities and confront injustice.

**Our values:** As an organisation we are **Imaginative, Respectful, Compassionate and Bold.**

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At Uniting, we believe in taking real steps to make the world a better place. We work to inspire people, enliven communities and confront injustice. Our focus is always on the people we serve, no matter where they are at in their life.

Our services are in the areas of aged care, disability, child and family, community services, and chaplaincy and we get involved in social justice and advocacy issues that impact the people we serve. As an organisation we celebrate diversity and welcome all people regardless of disability, lifestyle choices, ethnicity, faith, sexual orientation or gender identity.

Uniting is the services and advocacy arm of the Uniting Church NSW & ACT and as such Uniting leaders understand, support and can express the mission and purpose of the Uniting Church.

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#### ABOUT THE ROLE

##### Role Purpose

This role is responsible for producing reports for the media agency to monitor the marketing activities effectiveness and ensuring that quality data is used in assisting Marketing Business Leads in the development of campaigns.

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#### ROLE KEY ACCOUNTABILITIES

- Works closely with the Agency, Planning and Performance Lead to ensure the data and insights provided is accurate and can be translated into campaign objectives or targets.
- Work closely with Marketing and CRM team to ensure EDM activities can be deployed smoothly.
- Provide consistent and visible leadership in WH&S behaviours and actions within the team and department and ensure there is a safe working environment, and that staff are properly trained to be able to work in a safe manner.
- Confidently establishes and maintains a safe and supportive working environment that is inclusive of all staff through celebrating their nationality, cultural background, LGBTI status, abilities, gender and age.

As the Marketing Operations Analyst, your roles specifically will:

- Assist with maintaining campaign performance report
- Assist with post implementation reviews of campaigns
- Assist with developing EDM campaign segmentation and maintaining EDM campaign calendar
- Work with Agency, Planning and Performance Lead to set campaign objectives
- Leverage BI, CRM and other customer data to assist in developing and tracking campaign performance

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## ABOUT YOU IN THE ROLE

As a staff member of Uniting you will celebrate diversity and welcome all people regardless of lifestyle choices, ethnicity, faith, sexual orientation or gender identity.

**Your directorate:** Customer, People and Systems  
**You'll report to:** Agency, Planning and Performance Lead

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## YOUR KEY CAPABILITIES

### People Leadership

- **Delivers performance through others** - Clearly delegates and assigns responsibility, evaluating performance along the way.
- **Creates and builds the capability of our people** - Enriches Uniting's overall capability through selection, feedback & the development of excellent people
- **Builds diverse, highly engaged teams** - Builds effective teams with the morale and capability to cope with change effectively.

### Business Leadership

- **Demonstrates Business Acumen & Delivers Results** - Understands Uniting's business, market and competitors and drives to deliver ever improving results.
  - **Develops and Grows the Business** - Understands the changing market landscape and positions Uniting for growth.
  - **Reaches Commercial Decisions** - Makes effective commercial decisions with the information, time and resources available
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## YOUR QUALIFICATIONS & EXPERIENCE

### Qualifications:

Currently studying and majoring in Maths, Science or Statistics degree, preferably in the final year

### Experience:

- Familiarity with Microsoft Dynamic CRM
- You will have excellent written and verbal communication skills, be organized,

- systematic, thorough, accurate and disciplined.
- Demonstrated analytics capability
- Knowledge in digital analytics tools such as Adobe Analytics
- Experience in working large scaledata sets and various systems

Even better:

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Employee Name:		Managers Name:	Rob Hanitio
		Title	Agency, Planning and Performance Lead
Date:		Date:	
Signature:		Signature:	