

CRM Analyst

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| Department | Marketing Automation & Cloud | Division | Marketing |
| Group | Velocity Frequent Flyer | Direct Reports | Nil |
| Reports to | Leader, Marketing Automation & Cloud | Manager once removed (MOR) | Manager, Customer Experience, Marketing Development |
| Location | Sydney | Created / Updated | 03 Aug 2018 |

Role Summary

This role is responsible for the build, execution and management of data-driven campaigns using the Adobe Marketing Cloud, and the provision and use of insights and reporting to optimise campaigns and maximise the value of the Velocity member base.

The role will play a central part in realising Velocity's vision: "To create a marketing centre of excellence, automating irresistible connections".

The Person

You think outside the box. You embrace innovative thinking and are always looking for new and better ways of delivering to our members and partners.

You are a strong collaborator. You love working together as one team and partner as one team to get things done.

You are relationship focused and are committed to building strong relationships.

You own the outcome and take accountability for your work.

Accountabilities and Key Metrics

| Accountability | Major Activities | Key Metrics |
|--------------------|--|---|
| 1. Customer | <ul style="list-style-type: none"> Communication of campaign results and analysis to stakeholders by report or presentation. Provide advice and guidance to stakeholders in the design of new campaigns to extract the maximum value of data and models and ensure optimal campaign results. | <ul style="list-style-type: none"> Campaigns are targeted for optimal commercial outcomes. Stakeholders understand the market segments/ channels that will be targeted. Analyst as a key stakeholder in all campaigns design |

| Accountability | Major Activities | Key Metrics |
|-----------------------|---|---|
| | <ul style="list-style-type: none"> • Partner with project teams to showcase and build understanding of analytics capability and the Adobe Marketing Cloud. • Clearly articulate technical solutions to key stakeholders. • Deliver world-class experiences to Velocity members. • Provide deep post campaign analysis to increase effectiveness of future campaigns. • Adopt a solutions focused mindset and make recommendations on how the business can achieve member/ partner/ campaign objectives in innovative and challenging environments. | <ul style="list-style-type: none"> • Ensure selection of appropriate audiences based on campaign brief. • Campaign stakeholders are kept informed at all stages of the campaign delivery procedure. |
| 2. Operational | <ul style="list-style-type: none"> • Promoting and applying data-driven recommendation to identify opportunities in campaigns. • Work closely with Insights team and marketing advisers to define campaign target audiences. • Build, test and execute campaigns, designing best practice Adobe Campaign workflows. • Leverage the full Adobe Marketing Cloud to create world-class personalised campaign experiences for members. • Ensure data required for campaign targeting personalisation is available. • Undertake quality assurance checks on fellow Analyst's campaign builds. • Create offers and manage the Offer Library. • Create and manage workflow to ensure accurate delivery of campaigns. • Resolve any campaign issues, ensuring effective communication with the | <ul style="list-style-type: none"> • Efficient, targeted campaign building tailored to partner requirements. • Measurement of campaign effectiveness throughout the campaign lifecycle, evaluating and advising on campaign and cost efficiency and effectiveness. • Campaign data issues are identified, resolved and improved in a timely manner ensuring no negative impact to the campaign. • Utilisation of data to create value for the partner. • Evidence of continuous improvement and refinement of data for internal stakeholders and partners. • Entire Adobe Marketing Cloud leveraged for campaigns. • Evidence of Cloud utilisation to personalise campaigns, translating to increased engagement. • Evidence of adapting strategies based on changing |

| Accountability | Major Activities | Key Metrics |
|-------------------|---|--|
| | <p>business keeping them informed of resolution progress.</p> <ul style="list-style-type: none"> • Provide timely and effective reporting on outcomes of campaign activity across channels. • Efficient and timely production of planned and ad-hoc analysis where required. • Routinely review campaigns and pursue opportunities to optimise performance and drive campaign effectiveness. • Participate in problem solving activities using technical knowledge to address errors, issues or barriers. • Make decisions on campaign performance and engagement in real time. • Maintain understanding of best practice digital marketing techniques. | <p>consumer preference and behaviours.</p> <ul style="list-style-type: none"> • Evidence of delivery of increased number of campaigns. • Adobe Campaign workflows are efficient, effective and enable greater production of targeted campaigns. • Data issues are resolved imminently, with no impact to campaign execution. • Campaigns are continually tracked and changes made in real time to return greatest member interaction and results. • Working knowledge of Adobe Campaign and Adobe Marketing Cloud with a clear view on the effectiveness of personalisation in driving online behaviours. |
| 3. People | <ul style="list-style-type: none"> • Contribute to improving team engagement, fostering a positive, supportive, collaborative and proactive work culture. • Work collaboratively with the wider Velocity team to drive and achieve outcomes focused on capability and business growth. • Work collaboratively with the broader VA group particularly IS, Revenue Management, Distribution & Ecommerce. <ul style="list-style-type: none"> • Attend regular team meetings. • Partner together as one team and own the outcome. | <ul style="list-style-type: none"> • Evidence of collaboration across the Marketing Automation and Cloud team, the broader Velocity team and Virgin Australia's Adobe Marketing Cloud user community. |
| 4. Finance | <ul style="list-style-type: none"> • Adhere to all internal finance processes. Includes timely raising and receipting of purchase orders, processing | |

| Accountability | Major Activities | Key Metrics |
|----------------------------------|--|---|
| | <p>invoices and completion of budget trackers.</p> <ul style="list-style-type: none"> • Maintain an understanding of the commercial model of the Velocity business to understand how campaign ROI can be maximised. • Understand the planned benefits of investment in the Adobe Marketing Cloud to understand how benefits are to be realised. | |
| 5. Continuous Improvement | <ul style="list-style-type: none"> • Participate in the development and implementation of an ongoing program of improvement in campaign data quality, customer led campaign targeting, personalisation and optimisation. • Continuously pursue opportunities to improve and automate campaign processing, delivery, reporting and analysis in driving campaign throughput. • Proactively increase knowledge of the Adobe Marketing Cloud and its capabilities and make it a priority to understand platform upgrades and associated changes and enhancements. • Support the business to understand Adobe Marketing Cloud and continuously pursue opportunities to leverage its capabilities. | <ul style="list-style-type: none"> • Evidence of improvements across different channels • Deep understanding of Adobe Campaign and Adobe Marketing Cloud with a clear view on digital behaviours and their effect on marketing personalisation • Evidence of a strong partnership with marketing, client services, partnerships and business development in which the value of data personalisation is understood and the potential of each partner is unlocked to strengthen the relationship and increase revenue. |

Expertise

| | Must have | Great to have |
|---------------------------------|---|---|
| Knowledge/qualifications | <ul style="list-style-type: none"> • Knowledge of the Adobe Marketing Cloud: Adobe Analytics, Test, Audience Manager. • Degree in Marketing, Mathematics or Statistics. • Knowledge of direct and digital marketing techniques and processes | <ul style="list-style-type: none"> • Knowledge of Adobe Campaign. • Professional qualification in a related discipline. |

| | Must have | Great to have |
|-------------------|--|---|
| Skills | <ul style="list-style-type: none"> • Strong direct and digital marketing skillset. • Commercial acumen • Strong verbal communication skills. • Ability to work in a team and be able to explain technical solutions clearly. • Highly numerate • High level of data literacy | <ul style="list-style-type: none"> • Campaign reporting and analysis skills • Customer segmentation and profiling skills • Propensity modelling skills • Business intelligence skills |
| Experience | <ul style="list-style-type: none"> • Experience in a data-driven and CRM-led organisation and industries • Experience in digital, data-driven and CRM techniques. • Experience with campaign management and cross-channel marketing tools (Exact Target, Unica, Silverpop, Responsys Interact, Marketo or similar). | <ul style="list-style-type: none"> • Adobe Campaign experience • Campaign management experience |

Key interactions

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| Internal | Membership Communications, Marketing Development, Client Services, Torque Data, Business Development & Financial Services, Loyalty Operations, VAIT Data Warehouse Team, VAA group Adobe Marketing Cloud users |
| External | MMW, Adobe, Wunderman Biento, data consultants such as 2DataFis, creative agencies |