

**POSITION DESCRIPTION – TEAM MEMBER**



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| **Position Title** | Email Marketing Specialist | **Department** | Engagement and Support |
| **Location** | Sydney | **Direct/Indirect Reports** | 0 |
| **Reports to** | Digital Marketing Manager | **Date Revised** | September 2018 |
| **Industrial Instrument** | Social Home Care and Disability Services Award |   |
|   |
| **Job Grade** | Job Grade 5 |

* **Position Summary**

Digital channels represent a significant growth opportunity for Australian Red Cross. The Email Marketing Specialist stewards the national email marketing platform and works collaboratively with Engagement & Support department colleagues to help develop and implement an email platform product roadmap.

Reporting to the Digital Marketing Manager, you will drive the digital transformation of email marketing at Australian Red Cross enabling a program of personalized and timely email content. You will collaborate on the strategy with a variety of teams who execute acquisition, revenue, engagement and loyalty campaigns to optimise email channel performance. Your flair for insights and analysis will drive continuous test and learn - improving supporter engagement, revenue generation and customer experience.

As the champion of the email marketing channel, you will:

* Provide a leading email marketing channel that utilises the full capabilities of the email platform (currently Campaign Monitor).
* Support development of a road map for the channel including data integration, automation and enhanced reporting
* Influence internal systems such as CRM integration effectively with the email platform to help foster a 360 degree view of our supporter
* Support cross-functional teams to create engaging, responsive email marketing campaigns.
* Monitor and measure performance across a wide range of campaigns and provide evidence-based advice to shape the national email marketing strategy and calendar.
* **Position Responsibilities
Key Responsibilities**
* Collaborate closely with digital team colleagues and build a strong relationship with the email platform supplier to optimise the email channel and ensure best practices.
* Support implementation of new features, template designs and improvements across the channel
* Project manage email projects within Engagement & Support such as CRM integration and marketing automation
* Ensure full compliance with data security and privacy requirements, working with the wider digital team, IT and all email platform users.
* Measure campaign effectiveness, optimise performance and continuously improve our email execution by conducting analysis, improving efficiency, and providing insights and reports to department colleagues about the performance of the email marketing program and campaigns.

Position description



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* Assist the team with the development of email strategies, segmentation recommendations, and email test plan designs.
* Provide regular reporting to the Customer Experience team to inform a supporter centric contact strategy and help build engaging digital journeys.
* Use your excellent people skills to build and maintain good relationships with key stakeholders.
* Effectively communicate changes and improvement to the platform to all email platform users
* Manage access and training of users across the email platform
* Coordination of budgets including management of email projects and BAU send costs

** Position Selection Criteria**

**Technical Competencies**

* Strong knowledge of Campaign Monitor or equivalent email platform
* A thorough understanding of all facets of email marketing, from list health and deliverability through to creative implementation and automation.
* Experience managing high volume integrated email marketing programs for consumer audiences.
* Results-driven with exceptional detail and knowledge around metrics, specifically A/B testing and ROI analysis.
* Flair for analytics, with a proven ability to interpret data to drive growth and improvements to email programs.
* Able to manage multiple projects, respond well under pressure and prioritise needs within short time frames, with ability to move quickly or try things out of your comfort zone.
* Excellent communication and interpersonal skills.
* Strong technical skills
* Strong project management skills
* Experience in email marketing/or digital marketing with a focus on the Customer Experience
* Experience with end-to-end project management
* Experience managing multiple stakeholders
* An ability to lead cross functional teams and projects

**Qualifications/Licenses**

* Relevant tertiary qualifications in marketing or digital media are desirable

**Behavioural Capabilities**

* **Personal effectiveness | Solving problems |** Demonstrated ability to use data, knowledge and experience to identify problems potentially impacting teams or programs and proactively develop and implement effective solutions.
* **Team effectiveness | Collaborating |** Proven track record as an approachable leader, supporting and building positive and constructive relationships within teams. Valuing diversity and supporting cultural differences within teams.
* **Organisational effectiveness | Thinking strategically |** Demonstrated understanding of key drivers of success within teams to enable achievement of organisational goals. Ability to think and plan goals in the long term as well as the present.

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* **Organisational effectiveness | Innovating and improving |** Demonstrated capability to lead continuous improvement activities and encourage team members to identify ineffective processes and contribute to new ideas and ways of working.

 **General Conditions**

All Red Cross staff and volunteers are required to:

* Adhere to the 7 fundamental principles of Red Cross:

**Humanity | Impartiality | Neutrality | Independence | Voluntary Service | Unity | Universality**

* Act at all times in accordance with the Australian Red Cross Ethical Framework and Child Protection Code of Conduct
* Demonstrate skill, knowledge and behaviour to work with Aboriginal and Torres Strait Islander people in a culturally respectful way
* Comply with the Work Health and Safety management system
* Undertake a police check prior to commencement and every 3 years thereafter. Police check renewals may be required earlier than 3 years in order to comply with specific contractual or legislative requirements
* Support a child safe organisation by undertaking screening for suitability to work with children, youth and vulnerable people and to comply with relevant state/territory legislative requirements
* Assist the organisation on occasion, in times of national, state or local emergencies or major disasters

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