

Marketing Automation Specialist

As the Marketing Automation Specialist, it's my role to manage CA's digital automation platforms including the execution, analysis and ongoing optimization of the end-to-end campaign process to maximise supporter engagement, up-sell and retention.

I am a member of:

Marketing
Communications team

I report to:

Digital Lead

My role is based in:

Alexandria, Sydney

My role is classified:

SCHADS Level 4

I am committed to:

- the mission of Caritas Australia in our quest to end poverty and injustice through the realisation of human dignity for all people
- the principles of Catholic Social Teaching which underpin our work, such as dignity of the human person and the common good
- our Code of Conduct which outlines the professional behavior that is expected of me
- the safeguarding of children and vulnerable people in line with laws, standards and Caritas Australia's policies and procedures

In my role, I am accountable for:

- Managing CA digital automation platforms, leveraging real-time insights to maximise engagement and success of campaigns.
- Analysing and interpreting supporter data and providing advice to support decision-making, work-flows and supporter up-sell and retention strategies.
- Executing the end-to-end campaign process by building, testing and deploying campaigns..
- Managing the Marketing Cloud platform and any issues that arise to ensure it is operating to best practice and its functionality is being utilised.
- Being custodian of the digital supporter journey including accuracy of information, data process, copy and content.
- Tracking campaign activity and reporting on automation performance, providing insights and recommendations that improve efficiencies and the supporter experience.
- Continuously looking for opportunities to automate current systems and processes to improve campaigns.
- Engaging with and advising CA staff across departments regarding their automation requirements.

For this role I need these skills and experience:

- Bachelor's degree in digital marketing or related field.
- Demonstrated experience across marketing technology platforms, primarily in executing cross channel campaigns (eg email and SMS), particularly Marketing Cloud.
- Experience in automating emails using Journey Builder and triggered email as well as other tools and applications within the Marketing Cloud suite.
- Proven technical aptitude to leverage Salesforce data to optimize automation and personalise via segmentation and analysis of Salesforce data.
- Proven track record in digital automation delivery, integration and tracking.
- Experience in tracking of data in Marketing Cloud and the development, customization and management of dashboards.
- Demonstrated experience in building trustful and positive working relationships with collaborative teams, including integrative cross-team environments.
- Experience in concurrently managing projects in a fast-paced, agile environment.

In my role, I will interact primarily with:

- Digital Lead – to keep informed on work in progress, receive guidance and to escalate issues as required.
- Marketing Communications team – to collaborate in order to deliver the best digital user journeys for CA supporters and stakeholders as well as to adhere to all compliance requirements.
- Fundraising team – to provide advice, data reporting and feedback on CA's supporter journeys in order to collaborate on best process and outcomes.
- Supporter Services – to ensure optimum integration with and segmentation of Salesforce data and to collaborate in order to deliver the best digital user journeys for CA supporters.
- Community Engagement team – to provide advice, data reporting and feedback on CA's user journeys in order to collaborate on best process and outcomes.

For this role I am required to have:

1. Working With Children Check (if applicable)
2. Police check
3. Clearance from counter terrorism