

Position Description



Position title		CRM Program Manager
Team/Group		Community
Work level		4
Position reporting to		Chief Community Officer
Employment Type		Fixed term contract
Vision, mission and values	<p>Beyond Blue's vision is that all people in Australia achieve their best possible mental health. Our mission is to promote good mental health. We create change to protect everyone's mental health and improve the lives of individuals, families and communities affected by anxiety, depression and suicide.</p> <p>Beyond Blues values are Collaboration, Respect, Enthusiasm, Excellence, Innovation and Integrity.</p>	
Position purpose	<p>The CRM Program Manager is responsible for leading cross functional team members, including an agile project squad to:</p> <ul style="list-style-type: none">• deliver Beyond Blue's CRM (bLink) Single View implementation project• plan for and implement transition from project phase to BAU• manage all aspects of CRM BAU, both during project implementation, during transition and ongoing• plan for interdependencies between bLink Single View and the Big Blue Door. Ensure that bLink Single View activities build a stable foundation and appropriate technical solution for future Big Blue Door initiatives.	
Role dimensions	Direct Reports	Up to 7 (likely to vary throughout project lifecycle)
	Overall team	<p>The position will report into the Chief Community Officer who is the Executive Sponsor</p> <p>Roles reporting directly or indirectly to the CRM Program Manager will include:</p> <ul style="list-style-type: none">• CRM Product Owner• CRM Project Manager• CRM Business Analyst• CRM System Administrator x 3• Change Manager
	Financial Delegation	As per Delegations of Authority policy

Key accountabilities	<ul style="list-style-type: none"> • Act as the agent for the CRM Executive Sponsor (Chief Community Officer) on a day-to-day basis • Maintain a detailed understanding of the current status of CRM business priorities and future state needs <ul style="list-style-type: none"> - Oversee all critical activities related to CRM including the bLink Single View implementation project, all CRM (bLink) BAU activities and planning for interdependencies with the Big Blue Door - All related change management plans • Manage and/or oversee the CRM roles working across the business priorities • Manage overall budget across the business priorities, in consultant with relevant budget holders • Develop and refine program level reporting to stakeholder needs and report program plans and status to stakeholders and governance forums, including sub-steering committee, steering committee, Executive and Board • Manage program level governance, facilitating project prioritisation with stakeholders taking into account resource and budget constraints • Ensure program deliverables are achieved within agreed scope, time, budget and quality • Manage risks and mitigation strategies related to all aspects of bLink • Manage the resolution of program issues, and serve as escalation point for project issues, supporting resolution of issues as required • Oversee all change management and cultural change activities required to drive the adoption of bLink across the organisation • Oversee relationship with all key suppliers, particularly Salesforce and Salesforce delivery partner, ensuring: <ul style="list-style-type: none"> - that relationships are leveraged to maximise output, - that quality service provision is provide; and - rapid management of service issues • Responsible for ensuring any outsourced program work is delivered as per terms of Service Agreement and in line with Delegation of Authority Policy
Key behaviours	<p>Communicate openly and transparently</p> <p>Build relationships; partners with the whole organisation</p> <p>Able to work at a strategic and operational level</p> <p>Able to present clearly to a range of stakeholders and to translate information to both technical and non technical stakeholders</p>
Qualifications and key selection criteria	<p>Education/Qualifications</p> <ul style="list-style-type: none"> • Bachelor of Business, Information Technology or equivalent • Formal Agile Project Management certification (e.g. PMP from PMI) and/or appropriate Undergraduate/Post Graduate management qualification <p>Knowledge/Skills/Experience</p> <p>Essential</p> <ul style="list-style-type: none"> • Minimum 10 years' experience in program and project management • Ability to work with agile and waterfall planning and execution frameworks • Extensive experience with Salesforce CRM • Experience with organisation-side CRM rollout, including overseeing organisational change management and training program • Experience with large change programs • Organisation-wide transformation or improvement program/project planning – including scheduling and dependency mapping • Proven ability to develop program benefit models supported by metrics

	<ul style="list-style-type: none"> • Experience with successfully managing and engaging stakeholders at all levels including senior executive level • Well developed negotiation and conflict resolution skills • Ability to communicate effectively with people of all levels, verbally and in writing • Change management planning and communications • Producing and managing production of project/program documentation and status reporting • Executive and steering committee reporting • Coordination of cross organisation/work stream activities • Program / departmental financial management and reporting • Vendor management experience including management of delivery of services against an agreed scope of work • Ability to lead and engender cooperation at all levels • Ability to plan and organise workloads effectively
Additional information	<p>Health, safety and wellbeing Beyond Blue is committed to ensuring the physical and psychological health and safety of all employees, contractors and other people involved in our business activities. Our people are expected to comply with our Health, Safety and Wellbeing policy</p> <p>Pre-existing injury The person appointed to this position will be required to disclose any pre-existing injuries or disease that might be affected by employment in this position. This will assist the organisation in providing a safe work environment for staff.</p> <p>Equal opportunity Beyond Blue is an equal opportunity employer. All staff have a responsibility to be familiar with and adhere to the organisation's policies and procedures.</p> <p>Cultural competency Beyond Blue strives to maintain a culturally competent and inclusive workplace. All staff are expected to undergo regular cultural competence training as part of their professional development plans.</p> <p>Employment is subject to:</p> <ul style="list-style-type: none"> • A current Police Record Check • Proof of the right to work in Australia