|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Position title** | | | | | **Marketing Automation Adviser** | | |
| **Team/Group** | | | | | Brand & Marketing Unit, Centre of Excellence Group | | |
| **Work level** | | | | | 3 | | |
| **Position reporting to** | | | | | Marketing Automation Manager | | |
| **Employment Type** | | | | | Fixed-term | | |
|  | | | | | | | |
| **Vision, mission and values** |  | | Beyond Blue’s vision is that all people in Australia achieve their best possible mental health. Our mission is to work with the community to improve mental health and prevent suicide. We aim to achieve this by:   1. Promoting mental health and wellbeing 2. Being a trusted source of information, advice and support 3. Working together to prevent suicide   Beyond Blue’s values are **Collaboration, Respect, Enthusiasm, Excellence, Innovation and Integrity.** | | | | |
| **Position purpose** |  | | The Insights and Innovation Centre of Excellence (CoE) has been established to support Beyond Blue in its transformation to becoming a community centric organisation. The CoE will support Beyond Blue’s lines of business achieve their strategy with frameworks and tools to incubate and accelerate best-in-class products and services for the community, through agile and iterative design and its trial, through to launch and scale.  The CoE is the brand custodian, building awareness of, and driving people to, Beyond Blue products and services and changing community and individual mindsets and behaviours regarding mental health in Australia. The CoE includes units across Brand & Marketing, Community Experience, Product and Service Development and Business Intelligence.  The Brand & Marketing unit takes a user-first, insight-driven approach to deliver and optimise engaging content and marketing initiatives that generate behaviour change, increase knowledge and engage the community in action to achieve their best possible mental health.  The Marketing Automation Adviser is responsible for assisting with the planning, development and optimisation of Beyond Blue’s marketing automation activity using Salesforce Marketing Cloud or other relevant software. The Marketing Automation Adviser will develop and execute marketing automation campaigns and journeys and strategies that support general marketing, brand, community fundraising objectives and generate engagement and conversion. | | | | |
| **Role dimensions** | |  | | **Direct Reports** | | | *None* |
| **Overall team** | | | *Marketing Technology team* |
| **Financial Delegation** | | | *As per the Delegations of Authorities Policy* |
| **Key accountabilities** | |  | | **Marketing automation**   * Assist the Marketing Automation Manager to plan, develop and deliver all marketing automation activities, taking a strategic approach to the online customer lifecycle journey to maximise customer acquisition, retention and conversion. * Coordinate the delivery and execution of fit-for-purpose marketing automation plans for Beyond Blue’s fundraising campaigns, appeals and initiatives. * Maintain Beyond Blue’s marketing automation schedule, giving a single-source view for all marketing automation activities. * Work collaboratively with the Studio and Strategic Marketing teams to support the development of written and graphic content, and provide best-practice recommendations on creative execution, layout and calls-to-action * Assist with audience segmentation projects to profile the relevant subscriber bases through demographic, engagement and sociographic trends to support content strategy and customer lifecycle journey. * Implement data extraction from third party fundraising platforms to support segmented audience communications and campaigns. * Develop, test, implement and optimise marketing automation journeys and campaigns. * Develop, build and test marketing automation journeys and campaigns and oversee the delivery process to ensure compliance with Beyond Blue’s internal processes, privacy policy, terms and conditions, GDPR and Government legislation. * Provide both proactive and responsive marketing automation advice and ensure consistency and quality of marketing automation journeys and campaigns output is maintained across all platforms, and adheres to language, style and brand guidelines. * In collaboration with the Business Intelligence and Community Experience units, actively monitor, audit and optimise all marketing automation journeys and campaigns, creating reports, evaluations and providing suggestions for opportunities and improvement. * Assist relevant team members with requirements gathering and implementation of other products to support marketing automation, (eg Social Studio or Advertising Studio) * Provide best practice recommendations on creative execution of marketing automation activity to ensure activity is on brand and meets organisational objectives.   **Relationship management**   * Build strong and effective relationships with other groups across the organisation, particularly the Fundraising and Philanthropy Unit, and act as a key point of contact for marketing automation strategy, support and advice. * Work collaboratively with other groups across the organisation, particularly the Fundraising & Philanthropy Unit, to assist with the design, development, implementation and evaluation of marketing automation activity that supports organisational objectives and engages the community. * Proactively look inside and outside the organisation to identify marketing automation opportunities and to drive, monitor and analyse behaviour change. * Work closely with the Supports & Services group to ensure all marketing automation activities and content is safe, accurate and clinically sound.   **Project management**   * Participate in cross-functional project teams to effectively deliver marketing automation strategies, campaigns and materials for projects, within agreed timeframes, budgets and resourcing. * Use appropriate project management tools and processes to coordinate marketing automation projects, regularly reporting on progress, recognising barriers and finding effective solutions. * Build constructive and productive relationships with external suppliers such as service providers and implementation partners.   **Teamwork and leadership**   * Collaborate with other teams and units within the Centre of Excellence to leverage the skills and experience available to successfully execute marketing automation activities.   **Innovation and creativity**   * Take a best-practice approach to marketing automation activity, and develop materials, initiatives and activities that are creative, innovative and impactful. * Contribute to the development of a culture of innovation by testing, learning and optimising marketing automation activities, initiatives and content.   **Community focus**   * Champion best practice and community-centric marketing automation methods and implement effective personalisation and automation initiatives. * In collaboration with other teams and units, use human-centred design principles in the design of all marketing automation materials, activities and initiatives. | | | |
| **Key behaviours** | |  | | * We are community centric and focus on solving problems, listening and adjusting plans to deliver better outcomes for the community * We create a sense of fun and light-heartedness, and channel our energy and enthusiasm into meaningful work * We create clarity and ensure our actions align to our strategy, so we can prioritise our finite resources * We collaborate to provide solutions and options for feedback * We actively listen, and communicate openly and transparently * We build relationships internally and partner with the whole organisation on shared goals, problems, and solutions * We build relationships externally and partner with key external stakeholders for the benefit of the community * We adapt, flex and take an agile approach to plans to meet community need | | | |
| **Qualifications and key selection criteria** | |  | | **Qualifications and technical skills**   * Tertiary qualification in marketing, fundraising, commerce, business, information technology or other relevant discipline. * Experience in a similar role, including experience in a high-volume marketing automation environment. * Salesforce Marketing Cloud, Marketo, Autopilot, Vision6 or equivalent experience / certification * Working knowledge of HTML, CSS and JavaScript and Google Analytics. * Understanding and working knowledge of fundraising principles * Basic skills in database querying.   **Marketing automation**   * Strong marketing automation skills, including experience in audience segmentation, marketing automation journey building and cloud-based data structures. * Solid understanding of best practice approaches to digital design, content and user experience. * Experience working collaboratively to contribute marketing automation skills and expertise to cross-functional projects. * Experience developing and delivering tailored marketing automation strategies and materials for a range of purposes and audiences.   **Project management**   * Demonstrated experience contributing to multiple projects, including the ability to utilise systems to track progress and see interdependencies * Highly developed time management, prioritisation and organisational skills, with the ability to work flexibly and meet tight deadlines   **Relationship management**   * Experience providing marketing automation advice and support to stakeholders and partners, including understanding their needs, keeping them informed and responding to issues. * Ability to effectively manage external suppliers, including providing effective briefs, guidance and feedback. * Ability to constructively investigate issues and recommend options for resolution.   **Teamwork and leadership**   * Experience working as a marketing representative on cross-functional project teams to deliver organisation-wide outcomes. * Ability to actively seek and positively receive input from others and make changes based on feedback.   **Innovation and creativity**   * Proven experience developing marketing automation campaigns and journeys, materials or initiatives that are innovative and creative yet rooted in evidence and a deep understanding of the audience. * Ability to question current practice and identify improvement opportunities.   **Community focus**   * Understanding of the key principles of human-centred design in developing marketing materials, and experience tailoring communications to the needs of the audience. | | | |
| **Core capabilities** | |  | | *Community voice​* | | Capture community insights, ensure community insights inform our work | |
|  | |  | | *Community awareness & system change​* | | Shift to a community centric way of operating, with the community and the need for system change informing how we work​ | |
|  | |  | | *Digital Capability Big Blue Door delivery​* | | Increase our impact and reach across the community, and better understand and respond to community need and deliver personalised support informed by community insights and data. ​ | |
|  | |  | | *Agile Leadership​* | | Respond in a shorter period of time and to enable more flexible and adaptable utilisation of resources across the organisation. It also enables us to embed our Ways of Working culture. ​ | |
|  | |  | | *Sustainable & diverse funding sources and supporting social impact​* | | Develop a sustainable and diverse funding base, that strengthens our culture of philanthropy. We will invest and spend wisely, and plan for the longer term.​ | |
|  | |  | | *Best governance and demonstrating impact​* | | Balances stability and strong oversight, with dynamic decision-making processes that support responsive ways of working. We will measure our success – and our learnings – and share our insights with donors, philanthropists and government supporters.​ | |
|  | |  | | *Partner strategically for maximum impact​* | | Work with the community, education, business, philanthropy and across government. Our engagement with partners will be purposeful, inclusive, transparent and respectful.​  ​ | |