

Position Description

Position title:	CRM Lead
Salary:	\$85,826 - \$89,724 p.a pro-rata, excluding super
Classification:	Level 5
Award:	Social, Community, Home Care and Disability Services Industry Award 2010
Hours:	0.8 FTE or 60 hours per fortnight
Position tenure:	Permanent
Employee benefits:	Salary Packaging
Location	ABA National Support Office, South Melbourne VIC
Reports to:	Senior Manager Growth and Engagement
Direct reports:	None

Organisational profile

Since 1964 the Australian Breastfeeding Association (ABA) has been supporting mothers and caregivers who want to breastfeed their babies. With the help of around 1300 volunteers, ABA provides evidence-based information and support to almost 200,000 mothers per year whilst raising awareness of the importance of breastfeeding and human milk for child and maternal health. ABA runs Australia's National Breastfeeding Helpline, Breastfeeding Education Classes, the Breastfeeding Friendly Workplace program and around 180 local support groups. ABA is a not-for-profit, Registered Training Organisation. ABA is Australia's leading provider of breastfeeding information.

Position objective

As part of the Growth and Engagement team, the CRM Lead is responsible for the optimisation of our communication and automated marketing strategy, maintaining and driving CiviCRM hygiene to deliver marketing best practice and enhance email performance reports for data driven decision making.

Key responsibilities

- Continually drive CiviCRM database improvement and health
- Manage (end-to-end) ABA's email, SMS and push notification campaigns
- Manage segmentation to maximise efficiencies and revenue
- Create and manage customer journey workflows
- Define and deliver accurate reporting
- Work with various stakeholders across the Association as a champion and trainer to ensure CiviCRM is understood by new and existing users and help the system to grow and evolve
- Provide support and training for staff in data entry and basic CRM management
- Ensure information is managed effectively and appropriately by the Association, including adherence to privacy legislation and monitoring customer preferences
- Collaborate with the broader Growth and Engagement team to develop marketing strategy, creative ideas and optimising content based on data insights
- Attend regular meetings with support staff and various team members to review upcoming issues, items, and training.

As a Team Member:

- Ensure Australian Breastfeeding Association's Head Office Code of Conduct is adhered to
- Take responsibility for reaching key performance indicators, develop and share best practice ideas, and assist and support other team members to reach their individual and team goals where applicable
- Work as a cooperative team member and contribute to a motivating environment.
- Participate in staff review and development programs

Requirements of the position

- Compliance with ABA's Workplace Health and Safety (WHS) Policy
- Agreement in writing to abide by the ABA Code of Ethics and ABA Code of Conduct

Skills / Experience

- Experience in managing CRMs to deliver an automated and personalised customer experience, with multiple integration points. CiviCRM expertise will be highly regarded.
- Experience with Drupal CMS, in particular Drupal 9.
- Strong experience in Google Analytics
- A data-driven approach to testing and optimisation.

- A high level of attention to detail and contextual awareness.
- Excellent MS Excel skills.
- Excellent business analysis and problem-solving skills.
- Excellent communication skills and ability to work and collaborate with a diverse range of colleagues, volunteers and customers.
- Creativity, initiative, excitement about the possibilities of the CRM
- Quick, analytic thinker.

Knowledge

- Strong knowledge of CRMs.
- A background with CSS, HTML, and/ or query writing in ACCESS is desirable

Qualifications

- Tertiary qualification in business or digital marketing, or an appropriate discipline relevant field and industry experience 3+ years

Communication

Internal

- Senior Manager Growth and Engagement
- Senior management team
- ABA Branch office administrators
- ABA national volunteer position holders

External

- Drupal 9 website host and CiviCRM developer

Delegated authority

As per the delegations manual

Key performance indicators

- Improvement of engagement rates, effective tracking/ conversion methodologies established and continually improved database integrity
- Improvement of efficiencies and revenues via segmentation management
- Timeliness and accuracy of reporting

- Provision of proactive and strategically-aligned data insights, and a collaborative approach to improving the value delivered from ABA's database and associated data sets.

Revision history

Revision	Date	Description of modifications
V1	June 2022	New role