

# Position Description

## CRM & Data Manager

**Who we are:** We are Tasmania's leading cancer charity working to reduce the incidence and impact of all cancers for all Tasmanians. Through advocacy and research, supportive care programs and services, and the delivery of prevention education resources and programs, we are here for all Tasmanians.

**Our Vision:** A cancer-free future

**Our Values:** Generosity, Integrity, Collaboration, Courage, Innovation

<b>Hours of Work</b>	0.8 FTE (4 days per week, or equivalent)
<b>Salary and Conditions:</b>	Social, Community, Home Care and Disability Services Industry (SCHADS) Award 2010 Level 6.0.
<b>Location:</b>	The role is located at the Cancer Council Tasmania offices at 15 Princes Street, Hobart, Tasmania. Flexible working arrangements can be negotiated.
<b>Position Summary:</b>	<p>The CRM &amp; Data Manager is responsible for managing Cancer Council Tasmania's customer relationship management (CRM) system, ensuring data integrity, and implementing marketing automation strategies to enhance customer engagement and drive business growth.</p> <p>The role leads the organisation's data management, monitoring and analytics and implements best practice email marketing campaign strategies, focussing on stakeholder engagement and branding excellence as well as developing training guides and procedures for use across the organisation.</p>
<b>Reporting:</b>	This role reports directly to the Senior Manager Marketing and Analytics and has one direct report.
<b>Qualifications and Skills:</b>	This role requires a combination of experience, expertise, and competence sufficient to perform the duties required at this level. This may have been obtained through previous appointments, service and/or study.
<b>Personal Attributes:</b>	This role requires a self-motivated person who is detail-oriented (including meticulous attention to data) and is able to juggle multiple priorities in a fast-paced environment. They will need to be curious and have an analytical mind-set with a natural patience and willingness to bring business requirements to life through technology solutions. The role will require someone who has excellent time-management and interpersonal skills and is able to translate tech speak into plain language. To be successful in the role, the individual will need to be comfortable to act as an ambassador for Cancer Council Tasmania and be willing to commit to their ongoing professional development for a role

	that will require them to be a subject-matter expert on our CRM and business data.
<b>Organisational Responsibilities:</b>	<p><b>CRM Management</b></p> <ul style="list-style-type: none"> <li>- As the Data Steward for Cancer Council Tasmania, oversee the ongoing operations and optimisation of the CRM system.</li> <li>- Work with external vendors and internal stakeholders to manage issues, upgrades and updates.</li> <li>- Seek opportunities for improvement through automation.</li> <li>- Lead and support the CRM Database Coordinator, including mentoring and setting outcomes to ensure the maintenance and integrity of the CRM and data security.</li> <li>- Support the CRM Coordinator in the upload and update of information.</li> <li>- Work with internal stakeholders to document core processes into easy-to-understand user guides and procedures that support the development of our engagement and marketing activities and improve efficiency.</li> </ul> <p><b>Data Analysis</b></p> <ul style="list-style-type: none"> <li>- Create and maintain dashboards and reports to track key performance indicators (KPIs).</li> <li>- Monitor and analyse business data to ensure accuracy, identify trends, impact and insights and provide recommendations.</li> <li>- Help ensure the integrity and security of all data systems and platforms and that a best practice approach is implemented for data governance and handling.</li> </ul> <p><b>Marketing Automation:</b></p> <ul style="list-style-type: none"> <li>- Develop, monitor and optimise trigger and time-based automated marketing journeys based on campaign plans and digital insights across multiple channels (primarily email and SMS).</li> <li>- Manage effective data segmentation and analysis to tailor personalised engagement and marketing strategies and ensure appropriate targeting of initiatives.</li> <li>- Develop best practice process documents on segmentation and marketing journeys.</li> <li>- Report on campaign and segment performance, providing analytics and insights to inform future campaign improvements.</li> <li>- Undertake other marketing activities as directed by the Senior Manager Marketing and Analytics.</li> </ul>

	<p><b>Collaboration:</b></p> <ul style="list-style-type: none"> <li>- Work closely with the Senior Manager Marketing and Analytics to project manage the demands of Cancer Council Tasmania email marketing across all aspects of the business to ensure synergies and alignment with the marketing strategy.</li> <li>- Work across the organisation, to evolve the system to better meet the needs of all stakeholders.</li> <li>- Provide training and support to internal teams on CRM tools and best practice approaches.</li> <li>- Collaborate with vendors, to scope, price, and implement changes that improve efficiency and customer experience.</li> </ul> <p><b>Continuous Improvement:</b></p> <ul style="list-style-type: none"> <li>- Stay updated with the latest trends and best practices in CRM, data analysis and governance, and marketing automation.</li> <li>- Identify opportunities to strengthen and improve processes and procedures and implement changes.</li> <li>- Encourage a culture of innovation, best practice and efficiency across the organisation.</li> </ul>
<b>Selection Criteria:</b>	<ol style="list-style-type: none"> <li>1. Tertiary qualifications in marketing, Business, IT, or a related field with a minimum of 3 years experience in managing CRM platforms and / or a marketing automation specialist role.</li> <li>2. Strong data analysis skills, with proficiency in CRM software programs (ideally Microsoft Dynamics) with the demonstrated ability to produce a range of business data reporting.</li> <li>3. Proven experience in the development and delivery of email marketing campaigns.</li> <li>4. Well-developed leadership and people management skills including knowledge and skills in influencing, negotiation and conflict resolution.</li> <li>5. Excellent project management and time management skills with the ability to work independently and manage multiple projects simultaneously.</li> <li>6. Exceptional written and verbal communication skills with strong attention to detail.</li> <li>7. Strong stakeholder management skills, including the ability to deliver staff training as required (e.g. CRM best practice).</li> </ol>
<b>Essential Requirements:</b>	<ul style="list-style-type: none"> <li>- Satisfactory National Police Check.</li> <li>- Current driver's licence (preferred).</li> <li>- Ability to occasionally work out of hours work.</li> </ul>

	- Ability to commit to Cancer Council Tasmania objectives, including the promotion of Quit Tasmania's vision of a Tasmania free from the harmful effects of tobacco and related products, including e-cigarettes.
--	---

Competency Framework – CRM & Data Manager			
Personal Attributes		Relationships	
Adapt and Respond to Change	3	Communicate Effectively	3
Display Resilience	3	Commitment to Customer Service	3
Act with Integrity	4	Influence and Negotiate	3
Manage Self	4	Work Collaboratively	4
Results		Business Support	
Deliver Results	3	Finance	2
Plan and Prioritise	4	Technology	4
Think and Solve Problems	3	Procurement and Contract Management	2
		Project Management	3
Demonstrate Accountability		4 – Highly Advanced 3 – Advanced 2 – Intermediate 1 – Foundational	
People Leadership and Management	2		
Lead, and Develop People	3		
Inspire Direction and Purpose	2		
Optimise Business Outcomes	3		
Manage Reform and Change	3		

It is agreed that these are the primary requirements for the position of the CRM & Data Manager. However, there is an expectation that this position may perform, or learn other duties, as required by Cancer Council Tasmania.

Where the requirements and tasks vary significantly, both parties agree to discuss these variations and draft a new Position Description which reflects agreed variations.

It is understood by both parties that this position description forms an integral part of the feedback process between the employee and Cancer Council Tasmania, therefore the entire document will be considered during any performance assessment.

Employee Signature \_\_\_\_\_ Date \_\_\_\_\_

CRM & Data Manager

Employer Signature \_\_\_\_\_ Date \_\_\_\_\_

Senior Manager Marketing and Analytics