

Effective from: February 2016

JOB DESCRIPTION & ACCOUNTABILITIES

NAME:		REPORTING TO:	CRM Manager
POSITION TITLE:	Email Specialist	DIRECT REPORTS:	None
DEPARTMENT:	Customer Team Marketing Services and Innovation	LOCATION:	Melbourne

POSITION PURPOSE:

The Email Specialist is a technical marketer responsible for the development, implementation and maintenance of best practise global communications from Salesforce Marketing Cloud. The role will provide central support to global Sales and Marketing Teams for development of best practise customer communication programs.

The Email Specialist will ensure we deliver a consistent customer experience for each Intrepid Group brand throughout the customer journey, delivering personalised and relevant marketing automation programs using Salesforce Marketing Cloud, to drive customer acquisition, engagement and retention.

QUALIFICATIONS AND EXPERIENCE

- Tertiary qualification in Marketing, Business or related discipline with 3+ years experience
- 1+ years' experience building and executing EDM campaigns from Salesforce Marketing Cloud or a similar email platform including subscriber management, segmentation, A/B testing, and using Journey Builder
- Ability to work with customer database to improve the customer journey and drive business outcomes in line with marketing strategy
- Assist in the development and implementation of the global email communications strategy for campaigns led by CRM and marketing automation
- Ability to work in a complex, fast-paced environment with multiple stakeholders, work streams and tight timelines.

OTHER SKILLS AND ATTRIBUTES

- Analytical skills with a strong understanding of relational data sets
- Excellent Microsoft Excel skills
- Collaborative team player with excellent interpersonal, problem-solving and verbal communication skills
- Understanding of customer relationship and digital marketing
- Experience working with stakeholders to meet objectives
- Strong planning and time management skills with the ability to deliver to deadlines
- HTML and SQL skills are an asset
- A passion for travel
- Alignment with the Intrepid Group values of growth, innovation, integrity, responsibility, fun, passion

Operational Accountabilities of Role	Benchmark Measure
In conjunction with the CRM Manager and regional Marketing teams assist with the development of the customer lifecycle communications for the Intrepid Group brands to drive acquisition, engagement, growth and retention including A/B test strategies	Communications for automated marketing programs delivered for FY17
Support the Salesforce transactional communications project including assisting with communications build and deployment from Marketing Cloud	Transactional communications project delivered in FY17 Target booking NPS scores for FY17 are achieved
Work with in-house design team to develop content and design emails consistent with brand guidelines as required	Clear and concise briefs are completed and delivered for each campaign All communications are aligned with the

Operational Accountabilities of Role	Benchmark Measure
	Intrepid Group brand guidelines
Provide support and assist with development, build and maintenance of best practise global marketing and transactional programs with the website team, global Sales and Marketing Teams, across the Direct and Indirect business units	Strong and effective stakeholder relationships measured through positive stakeholder feedback (360 reviews)
Help to drive the customer agenda across all customer communications throughout the customer journey Work closely with customer insights and marketing teams to ensure communications are customer focussed and deliver to customer growth objectives	Campaigns are aligned to the customer centric strategy Customers receive relevant and personalised communications Low unsubscribe rate maintained <1%
Monitor and report Marketing Cloud contract volume to ensure volumes are not exceeded	Monthly reporting of transactional and marketing communications sent from Marketing Cloud to be delivered to stakeholders Contract volumes and budget are achieved
Ensure continuous improvement of automated marketing and transactional communications through feedback from NPS surveys, customer feedback and reporting analysis	Implement improvements to improve key KPIs
Assist Privacy Officer with customer information enquiries and requests	All customer enquiries and requests are managed in line with regulatory timeframes