

## Position Description

Position Title	Marketing Automation Specialist
Location	Brisbane
Team	Marketing & Communications (Development Team)
Employment Status	Full-time
Award	Award Free
Reports to	Senior Manager – Marketing and Communications
Direct Reports	Nil
Version	July 2024

### PURPOSE OF POSITION DESCRIPTION

The purpose of this position description is to document the purpose, desired candidate attributes and key responsibilities encompassed within the role. The key areas of responsibility and performance indicators are tied to performance review and career development. This document should be reviewed annually as changes in the organisation may result in the need to update the position description.

### SECTION 1

#### OUR VISION

Lung Foundation Australia enables life-saving lung health and lung cancer research, and champions programs so that Australians with lung disease and lung cancer can live their best life.

#### OUR MISSION

By 2030, Lung Foundation Australia will be recognised as one of the world's most innovative and effective lung health charities and a fearless leader of lung health and lung cancer policy, programs and research.

#### STRATEGIC PILLARS

- Healthy lungs for all
- Australia's lung health research funding incubator
- Impactful and meaningful lung disease programs and support
- Valuing our people
- Purposeful leadership and ethical governance.

#### LUNG FOUNDATION AUSTRALIA VALUES

Our values are represented by **BE FAIR**

- **Bold** | be proactive and take risks that achieve our Mission.
- **Entrepreneurial** | be focused on outcomes and strive to find new ways of working, remembering we are profit-for-purpose.
- **Fair** | be equitable and work in the interests of all our stakeholders, particularly patients and their carers.
- **Agile** | be responsive and proactive to create positive change.
- **Innovative** | be inventive and find new ways of doing things that achieve our Mission.
- **Respectful** | be honest and work hard every day in every way – we are funded by the community they should expect nothing less.

## OUR TEAM

Lung Foundation Australia is an award-winning profit for purpose organisation and national peak health and advisory body. Lung Foundation Australia aspires to be an Employer of Choice. Lung Foundation Australia is entering a period of accelerated growth consolidating three years of strong performance which saw the Foundation named Non-Government Organisation of the Year in 2020 and The Voice Projects Best Place to Work over the last three years.

Before applying we encourage you to learn more about our Mission and impact by reading our Annual Impact Report <https://lungfoundation.com.au/about/annual-reports/>

We operate from three offices: Brisbane, Sydney and Melbourne with a national footprint established by our support and research programs. We are committed to work life balance and flexibility in the workplace.

As our impact grows with increased government and community funding so does our team and our army of volunteer supporters.

## SECTION 2

### PURPOSE OF THIS ROLE

With a thorough understanding of our audiences and brand, you will develop and lead the email and marketing automation strategy and execution to acquire, implement, and retain customers which includes patients, supporters, healthcare professionals and other audiences.

As our Marketing Automation Specialist, you will take ownership of developing and implementing the organisation's new marketing automation program. This will include driving business-as-usual email marketing efforts while migrating the organisation to a new era in strategic automation.

Your role will be pivotal in crafting end-to-end campaigns, conducting A/B testing, and refining processes with precision and timeliness. You'll excel in audience segmentation, data hygiene and compliance, and meticulous campaign reporting to optimise the customer journey. This role will manage various interactions across the customer lifecycle including email, SMS, website, SEM and social media interactions via an integrated marketing automation platform.

While the organisation moves through our Digital Evolution, it is vital that this role still drive email marketing efforts in our current platform until the transition to automation is complete. The day-to-day of this role will be a combination of steady email design, creation and distribution, as well as the set up and implementation of the marketing automation platform.

The ideal candidate will have experience creating content for emails and eNewsletters, with an understanding of the importance of brand voice and tailored communications. They will possess a strong blend of strategic thinking, technical proficiency in marketing automation platforms, and a creative flair for content development.

Using data and insights and working across teams you will implement and support a range of campaigns and play an integral role in the implementation and management of the organisation's marketing automation strategy.

## **SKILLS, QUALIFICATIONS AND KEY ATTRIBUTES REQUIRED (KEY SELECTION CRITERIA)**

### **Qualifications**

Tertiary qualifications in marketing, communications or a related field.

### **Experience**

A minimum of 5 years' marketing experience with at least 3 years' experience using marketing automation platforms and CRMs - preferably Orro and Salesforce in a data-driven marketing role. Experience in the not-for-profit sector would significantly enhance your suitability.

### **Knowledge and Skills**

As the ideal candidate, your skills and attributes include:

- Experience writing, designing and distributing email marketing campaigns from strategy to execution.
- Demonstrated ability to develop and implement marketing automation strategies aligned with organisational and campaign objectives.
- Understanding of customer lifecycle journeys, lead scoring and lead generation and nurturing.
- Proven ability to create compelling content for SMS, website landing pages, emails and email newsletters, including copywriting and design, that engages and converts
- Proven ability to build and manage automation journeys from start to finish across the organisation including campaigns and flows across email, SMS, website, paid social media and SEM.
- Ability to optimise customer journeys, build out new journeys, identify and build out segmentation, triggers and template setups needed to execute across all touchpoints.
- Experience testing and validating automated campaigns/journey setups to achieve conversions and retention of audiences, and provide insights for continuous improvement.
- Experience working across departments to build automation workflows that support audiences through their customer journey.

- Ability to utilise data to implement effective personalisation, segmentation and digital marketing strategies.
- Proven experience collating and analysing data to report on ROI and optimise digital activities
- High level written and oral communication skills and exceptional proof reading and editorial skills with strong attention to detail.
- Self-motivated, excellent time management and prioritisation skills with the ability to problem solve and deliver across multiple projects at the same time.
- Experience using a database/CRM system such as Salesforce and email marketing software such as Ortto is essential.
- Ability to travel interstate to other office locations as required.
- Knowledge of Zapier, FormAssembly, Gravity Forms, Wordpress, GA4 and javascript is an advantage
- Experience concurrently managing projects in a fast-paced environment.

As part of your induction process you will be required to undertake the following:

- National Police Check
- Working with Vulnerable Persons Check

### KEY AREAS OF RESPONSIBILITY AND PERFORMANCE INDICATORS

The major areas of work, organised as key areas of responsibility and performance indicators, are outlined in this section.

Key Areas of Responsibility	Responsibilities	Performance Indicators
<b>Develop and execute emails and email marketing campaigns</b>	<ul style="list-style-type: none"> <li>• Design and execute emails and email campaigns, including newsletters and promotional emails</li> <li>• Manage email marketing for the organisation, including design, content creation, and scheduling</li> <li>• Continuously optimise email templates, subject lines, and content to improve engagement metrics</li> <li>• Define key metrics for email success, monitor and report regularly</li> </ul>	<ul style="list-style-type: none"> <li>• EDMs, eNewsletters and campaigns sent on time to accurate audiences</li> <li>• Open rates, click-through rates, conversion rates, and unsubscribe rates.</li> <li>• Feedback from staff and stakeholders</li> </ul>
<b>Drive the implementation and ongoing management of the organisation's marketing automation strategy and platform</b>	<ul style="list-style-type: none"> <li>• Implement and manage marketing automation across email, SMS, website, social media and SEM touchpoints to enhance engagement, impact and fundraising revenue</li> <li>• Utilise data to optimize personalisation, email marketing, dynamic customer</li> </ul>	<ul style="list-style-type: none"> <li>• Improved open rates</li> <li>• Increased click-through rates</li> <li>• Conversion rate KPIs defined and</li> </ul>

	<p>journeys, and cross-channel implementations that drive acquisition, conversion, and retention.</p> <ul style="list-style-type: none"> <li>• Liaise across functions and with external agencies for a fully integrated approach.</li> <li>• Execute end-to-end campaign and journey management including copywriting, data segmentation, building, testing, deployment and optimisation.</li> <li>• Continuously look for opportunities to automate current processes and workflows.</li> <li>• Monitor automation platform health, troubleshoot issues, and implement enhancements to improve efficiency and effectiveness.</li> <li>• Provide training and support to internal users on platform usage and best practices.</li> <li>• Monitor industry trends and emerging technologies in marketing automation.</li> <li>• Collaborate with internal teams and stakeholders to develop and maintain a transparent campaign calendar.</li> <li>• Stay informed on legal requirements and industry best practices for digital communication, marketing, fundraising, and privacy to ensure compliance and optimal performance.</li> </ul>	<p>met e.g. revenue, service uptake.</p> <ul style="list-style-type: none"> <li>• Lead scoring established and maintained</li> <li>• Decreased bounce rate</li> <li>• Increase in customer retention</li> <li>• Relevant campaign KPIs achieved</li> <li>• Workflow efficiency (e.g., time to implement new campaigns).</li> <li>• Annual marketing automation calendar developed and maintained.</li> </ul>
<b>Content Development</b>	<ul style="list-style-type: none"> <li>• Craft engaging and persuasive content for email, e-newsletters and SMS communications, adhering to brand voice and messaging guidelines</li> <li>• Create persuasive content for website landing pages that engages and converts the audience</li> <li>• Collaborate with providers, external stakeholders and industry experts to produce relevant and engaging content for use across digital platforms</li> <li>• Continuously optimize digital content based on performance metrics and industry best practices.</li> </ul>	<ul style="list-style-type: none"> <li>• Emails and eNewsletters are on brand, accurate and error free</li> <li>• Content engagement metrics (e.g., time on page, social shares).</li> </ul>
<b>Data, analytics and reporting</b>	<ul style="list-style-type: none"> <li>• Provide analytics and insights to demonstrate campaign outcomes, continuously optimise and monitor quality and compliance.</li> <li>• Analyse data to support decision-making, workflows and strategies for conversion and retention.</li> </ul>	<ul style="list-style-type: none"> <li>• Generate automation reports as needed</li> <li>• Report on automation KPIs monthly and as</li> </ul>

	<ul style="list-style-type: none"> <li>• Serve as marketing data steward, leveraging data for business and customer outcomes while ensuring compliance with data regulations.</li> <li>• Stay informed on legal requirements and industry best practices for digital communication, marketing, fundraising, and privacy to ensure compliance and optimal performance.</li> <li>• Collaborate with stakeholders to define KPIs, analyse campaign performance, and continuously improve campaigns through data mining and trend analysis</li> </ul>	campaigns are completed
<b>Other</b>	<ul style="list-style-type: none"> <li>• Liaise with external stakeholders and respond to communication enquiries</li> <li>• Contribute to the development of marketing and communication related policies, procedures and forms</li> <li>• Ensure data integrity of contact details, communications and other relevant information on the CRM</li> <li>• Work in conjunction with the wider team and undertake any other duties as may be assigned by the Senior Manager that are consistent with the nature of the job and its level of responsibility.</li> </ul>	<ul style="list-style-type: none"> <li>• Use of the CRM where required</li> <li>• Contribution to the development of relevant policies and procedures</li> </ul>
<b>Team contribution and effectiveness</b>	<ul style="list-style-type: none"> <li>• Work in a consultative manner with the senior leadership team and in collaboration with broader team to achieve goals</li> <li>• Work synergistically within and across teams of Lung Foundation Australia.</li> <li>• Regular cross-organisation communication of program activity</li> <li>• Participation in Lung Foundation Australia events and meetings as required.</li> </ul>	<ul style="list-style-type: none"> <li>• Positive contribution to team environment through the demonstration of behaviours that reflect LFA values – BE FAIR</li> <li>• Compliance with LFA values, policies, procedures and statutory obligations.</li> </ul>
<b>Workplace Health &amp; Safety (WHS)</b>	<ul style="list-style-type: none"> <li>• Ensure a safe working environment for self and others, including when working from home.</li> </ul>	<ul style="list-style-type: none"> <li>• Compliance with legislative and LFA WHS Policy.</li> </ul>

### SECTION 3

#### REPORTING RELATIONSHIPS

This is one of several positions reporting to the Senior Manager – Marketing and Communications. This position provides support and advice to the rest of the organisation by working across all areas of LFA.

During 2024/25, this role will work closely with the Senior Manager – Digital Transformation as part of the Digital Evolution Team to set up and implement the marketing automation strategy and platform.

**EXTERNAL RELATIONSHIPS**

This position works with a variety of internal and external stakeholders to deliver projects and activities.

**SECTION 4**

**PERFORMANCE APPRAISALS**

Performance review and career development discussions will take place six monthly with the Senior Manager – Marketing and Communications.

**SECTION 5**

**ACCEPTANCE OF POSITION DESCRIPTION**

This position description is intended to describe the general nature of the duties performed. It is not intended to be a complete list of all responsibilities, duties and skills required of the position. Other appropriate duties may be assigned that are not listed in the position description.

My signature below indicates that I have reviewed, accepted, and received a copy of this position description.

\_\_\_\_\_  
(Employee name)

\_\_\_\_\_  
Date