DRAFT JOB DESCRIPTION

JOB TITLE:	Marketing Automation Manager
DEPARTMENT:	Engagement
JOB HOLDER:	
REPORTS TO (JOB TITLE):	**Senior Digital Marketing Manager**

JOB PURPOSE

Summary, in one or two sentences, of the unique contribution this job makes to the organisation's purpose

The Marketing Automation Manager plays a crucial role in optimising our engagement strategies to ensure all of our supporters have the best possible experience with MSF Australia and MSF New Zealand. Assisting in the implementation and utilization of Salesforce Marketing Cloud, the Marketing Automation Manager will embed and oversee the end-to-end journey of our supporters and stakeholders, ensuring they receive personalised and impactful communications that deepen their engagement with our organisation.

DIMENSIONS

Financial:
Supports an annual digital single gift target of $12.5M through marketing automation functions including conversions.
Supports an annual revenue target of $23m (inclusive of regular giving) through marketing automation and engagement.

Staff:
Nil

Other:
Supports both IHR and broader engagement goals, including the nurture of non-financial supporters.

CONTEXT

The Marketing Automation Manager role is integral to MSF's fundraising and engagement strategy, supporting our mission by optimising donor communications and journeys through automation. This position works within the Engagement team, closely collaborating with the fundraising, CRM, digital, data and communications teams to ensure seamless integration of data and tools. It also involves partnering with donor care, analytics, and creative teams to design, implement, and refine personalised, data-driven campaigns. The role supports MSF's overall goals of donor retention, acquisition, and revenue growth by driving efficient and impactful marketing initiatives aligned with the MSF's objectives, from raising funds for our patients to recruiting skilled personnel to support our patients directly.

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ACCOUNTABILITIES	KEY PERFORMANCE INDICATORS
- Design and implement (from brief, content creation to final journey) automated marketing campaigns that nurture relationships with donors, supporters, and other stakeholders throughout their journey with MSF. - Utilise Salesforce Marketing Cloud to create personalised journeys, incorporating email marketing, SMS, and other digital channels. - Collaborate with cross-functional teams such as International HR, Fundraising, Data, IT and Communications to develop segmentation strategies based on supporter behaviour, preferences, and demographic data. - As project manager, work alongside the data, FR, CRM and IT teams to ensure journeys are correctly implemented and reporting is accurate. - Monitor campaign performance and analyse metrics to optimise engagement and conversion rates. Provide reporting back to stakeholders and proactively identify opportunities for improvement. - Monitor deliverability to ensure sender reputation is maintained, maximising impact of digital marketing campaigns - Develop A/B testing strategies to continuously improve campaign effectiveness and supporter experience. - Implement best practices in data management and governance, working with stakeholders to ensure data is used to correctly communicate with supporters and compliance is continuously upheld. - Support the Supporter Experience (SX) project as the SME on marketing cloud - Provide training and support to internal teams on using Salesforce Marketing Cloud and marketing automation tools effectively. - Stay current with industry trends and best practices in customer lifecycle marketing and marketing automation.	**Conversion Rates**: Measure the percentage of contacts who successfully move through various stages of the lifecycle (e.g., from awareness to donation, from volunteer signup to active volunteer). **Engagement Metrics**: Monitor metrics such as open rates, click-through rates, and overall engagement with email campaigns and other digital communications. **Retention Rates**: Track the percentage of donors or supporters retained over time, indicating the effectiveness of lifecycle engagement strategies. **Campaign Effectiveness**: Measure the success of automated campaigns in terms of reach, response rates, and conversions. **Segmentation Success**: Evaluate the performance of segmented campaigns compared to broader, less targeted communications. **Data Quality and Compliance**: Ensure data hygiene and compliance with data protection regulations through metrics like data accuracy and opt-out rates. **Training and Adoption**: Measure the level of adoption and proficiency among internal teams in using Salesforce Marketing Cloud and marketing automation tools. **Cost Efficiency**: Monitor the cost per acquisition (e.g., cost per donation, cost per lead) to ensure efficient use of resources in engagement efforts.

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CHALLENGE & CREATIVITY / DECISION-MAKING

The Marketing Automation Manager will face key decisions around optimising and implementing personalised marketing automation journeys to enhance donor engagement, retention, and fundraising outcomes. They must ensure seamless integration between marketing automation platforms, CRM systems, and other tools while maintaining accurate, actionable data and compliance with privacy regulations. Balancing creativity with MSF's ethical and brand standards, they will develop impactful, data-driven campaigns while addressing cross-functional challenges like stakeholder buy-in and change management. Success in this role requires strategic vision and effective implementation of automated donor journeys that align with MSF fundraising international recruitment and communications goals.

KNOWLEDGE, SKILLS & EXPERIENCE
*What skills, qualifications and experience are **necessary** for full and effective performance?*

Technical Skills

1. **Salesforce Marketing Cloud Expertise:**
   - Email Studio: Creating and managing email campaigns, templates, and sending strategies.
   - Journey Builder: Designing and automating customer journeys across multiple channels.
   - Automation Studio: Setting up complex automations for data management and campaign execution.
   - Content Builder: Managing and creating email and SMS content with dynamic content capabilities.
2. **Salesforce CRM Integration:**
   - Seamless integration between Salesforce CRM and Marketing Cloud for data synchronization and unified customer profiles.
3. **Data Management:**
   - Data Extensions: Creating and managing data extensions for audience segmentation.
   - Contact Builder: Managing contact data and relationships within Marketing Cloud.
4. **Email Marketing:**
   - Advanced knowledge of email deliverability best practices, dynamic content creation, and personalization using AMPscript.
5. **SQL and Query Activities:**
   - An understanding of SQL/HTML/API + integration to help troubleshoot and support stakeholders in the implementation and modification of journeys.
6. **Analytics and Reporting:**
   - Using Marketing Cloud's built-in analytics tools to track and report on campaign performance.

Analytical Skills

1. **Data Analysis:**
   - Analyzing data to understand customer behavior, campaign performance, and life cycle management.
   - Expertise in audience migration analytics to track and optimize audience movement through different life cycle stages.

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2. **KPIs and Metrics:**
   ○ Defining and tracking key performance indicators relevant to email marketing, multi-channel campaigns, and customer journeys.
3. **Reporting:**
   ○ Proficiency with Marketing Cloud's reporting features and external tools like Tableau to create comprehensive reports and dashboards.

Creative Skills

1. **Content Creation:**
   ○ Creating engaging and personalized email and SMS content using Content Builder.
2. **Copywriting:**
   ○ Writing compelling and persuasive copy tailored to different customer segments and stages of the customer journey.
3. **Graphic Design:**
   ○ Basic skills in graphic design tools (e.g., Canva, Adobe Creative Suite) for creating visually appealing email templates and social media posts.

Strategic Skills

1. **Campaign Strategy:**
   ○ Developing and executing complex, multi-channel marketing campaigns that align with business goals.
2. **Customer Journey Mapping:**
   ○ Mapping out customer journeys and implementing them in Journey Builder to guide customers through personalized experiences.
3. **Lead Nurturing:**
   ○ Designing and implementing lead nurturing strategies to engage and convert prospects at different stages of the sales funnel.

Other

1. **Communication:**
   ○ Strong verbal and written communication skills to effectively convey ideas and campaign results.
2. **Project Management:**
   ○ Ability to manage multiple projects, timelines, and stakeholders efficiently.
3. **Problem-Solving:**
   ○ Strong analytical and problem-solving abilities to address campaign issues and optimize performance.
4. **Collaboration:**
   ○ Working effectively in cross-functional teams and collaborating with stakeholders across marketing, sales, and IT.
5. **Adaptability:**
   ○ Willingness to learn new tools, adapt to changing technologies, and stay updated with industry trends

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Qualifications and Experience

- Bachelors degree in marketing and/or 5+ years demonstrated digital marketing experience
- Demonstrated experience working with Salesforce Marketing Cloud in an administrative capacity, in particular working with journey builder and email studio
- Demonstrated experience working in or for a not-for-profit organisation

Highly beneficial:

Salesforce Certified Marketing Cloud Email Specialist:
- Validated expertise in email marketing using Salesforce Marketing Cloud.

Salesforce Certified Marketing Cloud Administrator:
- Administration and management of Marketing Cloud environments
- Experience writing SQL queries

Salesforce Certified Marketing Cloud Consultant:
- Ability to design and implement Marketing Cloud solutions.

Salesforce Certified Marketing Cloud Developer:
- Experience in developing custom solutions and integrations within Marketing Cloud

COMPETENCIES
The behaviours that must be demonstrated in the job.

- Lead by example. In MSF- Australia, the following five values form the foundations of our culture: **Transparency, Respect**, **Understanding of Diversity**, **Stepping In** and **CollaboraTion.** As a leader, your behaviours and actions are expected to consistently reinforce these values.
- The ability to work collaboratively to develop digital activity plans that align with the organisation's goals and objectives is essential.
- Embed a culture of innovation and accountability in the teams and demonstrate that as a leader in the organisation.
- Openly model and support efforts to increase collaboration across teams and departments

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