



**POSITION TITLE:** Email Marketing Manager  
**DEPARTMENT:** Public Engagement  
**DATE:** April 2024  
**REPORTS TO:** Head of Digital Marketing & Channel Transformation  
**FTE:** 1  
**LOCATION:** Richmond, Melbourne (Hybrid)

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### **CBM AUSTRALIA**

CBM Australia is a Christian international development organisation with a focus on disability. We have more than 115 years' experience developing proven community-based programs that help millions of people with disabilities benefit from real and lasting change. We work alongside people with disabilities living in the world's poorest places to fight poverty and exclusion and transform lives.

### **ORGANISATIONAL VISION**

An inclusive world in which all people with disabilities enjoy their human rights and achieve their full potential.

### **ORGANISATIONAL MISSION**

CBM is fighting to end the cycle of poverty and disability.

### **GROUP/DEPARTMENTAL OBJECTIVE**

A more diverse and growing number of individual Australians and organisations are inspired to join with us in advancing the rights of people with disabilities in the poorest communities.

### **SAFEGUARDING OF CHILDREN AND VULNERABLE ADULTS**

CBMA is committed to the protection and safety of all children and vulnerable adults that come into contact with our organisation and programs. All staff are required to understand and comply with CBM Australia's Safeguarding Policy and Prevention of Sexual Exploitation, Abuse and Harassment Policy, Code of Conduct and Safeguarding Behaviour Statement.

- This role requires CBMA representation when visiting the field (internationally and domestic)
- This role has contact with children when visiting the field and requires a current Working with Children Check.

### **RESPONSIBLE FOR**

Harnessing the power of CBM's story to develop and manage email, SMS and supporter journey marketing activity for CBMA to:

- Increase the size and engagement of CBM Australia's Next Gen audience each year.
- Increase retention and loyalty of CBM Australia's supporters each year.
- Improve Return on Investment of the email channel.
- Ensure deeper engagement of CBM Australia supporters via the email channel.

Reporting to the Head of Digital Marketing and Channel Transformation, this role forms part of the Digital Marketing and Channel Transformation team within the Public Engagement Department. This position operates with minimum



supervision, using data to drive decision making and seeking to test, learn and embed (or stop) to develop strong outcomes for CBM Australia's supporter engagement and income. Contributing strongly to the PE Department, this position is required to collaborate strongly with FAM, IP, IAG and all teams within PE to ensure the best outcomes, to meet/exceed all targets and to embed inclusive and cross-functional ways of working. Coordinating the Email and SMS channels and Supporter Journeys will require sharing knowledge and forward plans regularly across the organisation.

## **REPORTS TO**

Head of Digital Marketing & Channel Transformation

## **SUPERVISES**

No direct reports.

## **MAIN ACTIVITIES**

### **1. Email Management**

- Develop and distribute emails via Taguchi (email platform)
- Adopt a test and learn approach to campaigns, carry out A/B and multi-variant testing.
- Educate key stakeholders on email marketing best practices.
- Establish workflows and standards for email data management.

### **2. SMS Management**

- Develop and distribute SMS via Taguchi (SMS platform).
- Adopt a test and learn approach to campaigns, carry out A/B and multi-variant testing.
- Educate key stakeholders on SMS marketing best practices.
- Establish workflows and standards for SMS data management.

### **3. Lifecycle Journeys**

- Build automated lifecycle journeys for key audience personas and segments.

### **4. Audiences**

- Use platform tools to create and manage basic audience segments and distribution lists.

### **5. Reporting**

- Develop and customise reports and share insights, analysis and trends.
- Benchmarking and competitor analysis.

## **SPECIFIC OUTCOMES REQUIRED**

- Email, SMS and Supporter journey activities developed and delivered to support PE objectives.
- Creative and strategic input into content creation, storytelling and campaigns across email, SMS and supporter journeys to drive engagement and conversion.
- Key internal and external relationships managed effectively.
- Reporting and analytics used effectively to drive improved engagement, loyalty and retention.

## **KEY SKILLS/QUALITIES**



- 2-4 years of email marketing management experience including writing and production of content, best practice email design, development and optimisation of email campaigns and customer journeys to meet revenue targets, analytics, channel management and emerging trends.
- Good technical knowledge. This includes:
  - Marketing automation platforms
  - CMS, eCommerce and CRM platforms
  - Coordination, nurture and growth of audience segments
- Good relationship and collaboration skills. This includes ability to work with multiple stakeholders to produce content, campaigns and recommendations that satisfy CBMA requirements.
- Demonstrated ability to work autonomously and as part of a team.
- Demonstrated ability to simplify key messages for communication break through.
- Tertiary qualifications in marketing, journalism or communications preferred.
- Experience collaborating with third-party relationship e.g. marketing agencies.
- A willingness to contribute to the growth and development of CBMA and its work.
- Enthusiasm for the mission of CBM Australia and alignment/comfort with being part of a faith-based organisation.

#### **INTERNAL CONTACTS**

PE Heads, PE Director, and all PE managers, staff and volunteers, Program Impact, Business Ops and CEO's teams.

#### **EXTERNAL CONTACTS**

Taguchi (vendor)