

Position Title	CRM Specialist	Date	March 2024
Reporting to	Head of Digital	Department	Strategy

Working Relations	
Direct Reports	Nil
Key Internal Contacts	Account Teams, Strategy, Content
External Contacts	Clients, Agencies

About Innocean

Innocean are the biggest agency you've never heard of. With 31 offices and more than 3000 employees in 21 countries. We're the fastest growing agency network in the world.

Opening doors in Australia in 2008 with two foundation clients: Hyundai and Kia. Since 2020 the Sydney business has been on a mission to diversify our roster which now includes FMCG, NGO, Medical, Tourism and Technology brands, not to mention our own Gender Equality not for profit division called Fck the Cupcakes.

We're a proud and ambitious group of over 50 creatives, strategists, account people, technologists, analysts, and producers who work together in a flat and collaborative environment. Building creative solutions across all touchpoints on a consumer's journey with a brand.

We're proudly Korean, uniquely Australian; striving to create a culture that embraces a Korean concept called 'Jeong'. An ineffable but mutually warm feeling of attachment between people who share a relationship and common purpose.

This feeling of connection underpins everything we do. It's how we create bonds between brands and consumers, and between us and our clients. Think of us as an extension of the marketing team. One with strategic, creative and CX capabilities to deliver work that connects across multiple platforms, driving acquisition and retention.

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About the role

The CRM Specialist will have hands-on experience developing across our client's CRM platform. They will create personalised, dynamic messages and landing pages, and are fluent in Marketing Cloud scripting languages. They're also experienced in advanced segmentation, reporting and analytics, and data configuration.

Candidates should be generally familiar with data structure in subscriber data management and can thoroughly navigate Setup. They can successfully troubleshoot account configuration and user requests. Ideally, they would have Salesforce accreditation but is not mandatory.

You will also work closely with our CX strategist, supporting on CX initiatives to deliver customer-centric solutions to pain-points.

Innocean offers flexible working, so it's whatever works best for you. With that in mind, the below applies whether you're in the office or WFH.

RESPONSIBILITIES

Key Result Areas	Duties
Skillset	<ul style="list-style-type: none">The CRM Specialist has experience using the Salesforce Marketing Cloud Email application tools in executing both tactical and strategic email campaigns. This candidate will know how to build email marketing campaigns while leveraging a content system, segmentation, automation, tracking, and analytics to make data-driven decisions to optimize email campaigns. The Email Specialist is also able to troubleshoot and solve basic Marketing Cloud-specific issues.The Salesforce Marketing Cloud Email Specialist will generally have at least 6 months of experience using the Marketing Cloud Email application and associated tools.

	<ul style="list-style-type: none"> • The Salesforce Marketing Cloud Email Specialist has an awareness of marketing terminology and best practices and has the experience, skills, and knowledge to: • Build email marketing campaigns leveraging the various tools within Email Studio, including Content Builder. • Build relational data models. • Send emails using email application sending methods. • Build email automations using Automation Studio and Journey Builder. • Create reports of email tracking data. • A candidate should have an understanding of how Marketing Cloud Server-Side Scripting Languages (AMPscript, GTL, SSJS) could be used in Marketing Cloud. In-depth knowledge of HTML, JavaScript, CSS, and designing or developing custom API integrations is also expected.
Client Management	<ul style="list-style-type: none"> • Actively participates in client meetings confidently presenting ideas, insights, and strategy in simple, actionable ways. • Builds and nurtures effective relationships with clients
Continuous Improvement	<ul style="list-style-type: none"> • Stay up to date on industry trends and advancements. • Actively participate in team meetings and share ideas and feedback
WHS (Work, Health & Safety)	<ul style="list-style-type: none"> • It's on you to ensure your work environment is safe, whether you're WFH or in the office. • Follow company policies and procedures.

About you

Personal Specifications	
Qualifications	<ul style="list-style-type: none"> • A firm grounding in Salesforce Marketing Cloud and a bachelor's degree in marketing is preferred; but not required. • Salesforce Marketing Cloud accreditation is preferred, but not required.
Knowledge, Skills & Experience	<ul style="list-style-type: none"> • A good communicator, who can take complexity and communicate it in a clear, concise, and logical manner – breaking down complexity into simple solutions or ideas. • Comfortable presenting work to different seniority levels and stakeholders. • Understands business, commercial, and technical issues that may impact the customer's requirements.

	<ul style="list-style-type: none"> • Flexibility to adapt your ideas to meet client expectations and take on feedback. • Exceptional time management skills, with demonstrated experience in meeting tight deadlines without compromising on work quality. • Strong skills with software such as Google Docs, Excel, and Microsoft Word. • Flexible approach to work, demonstrating resilience and ability to rapidly adapt to change.
Values	<ul style="list-style-type: none"> • Proactivity. Humility. Agility. Daring. Don't worry, we dive into these in your welcome pack.
Development	<ul style="list-style-type: none"> • Regular appraisals and 360 feedback is important. • So too is being able to check in with your Direct Report whenever. Their doors are always open, Zoom & Teams links always ready.

The Perks

There are a whole range of reasons you would consider working for us, check out the list below:

- Competitive salary
- Regular appraisals and 360 feedback
- Client sponsored benefits
- Floating leave
- Individual Professional development
- Hybrid working
- Progressive parental leave policies