

Position Description

Title	CRM Coordinator
Business unit	Community & External Relations
Location	130 Lonsdale Street, Melbourne
Employment type	Full-time Ongoing
Reports to	Digital Lead

About Uniting

Uniting Vic.Tas is the community services organisation of the Uniting Church. We’ve been supporting people and families for over 100 years. We work alongside people of all ages in local communities in Victoria and Tasmania. Our services reach to Albury-Wodonga in the north, Mallacoota in East Gippsland, the Wimmera region in the west, and across Tasmania.

We empower children, young people and families to learn and thrive. We’re there for people experiencing homelessness, drug and alcohol addiction or mental illness. We support people with disability to live the life they choose. We assist older people to maintain their independence and enjoy life. We provide opportunities to access training and meaningful employment. We’re proud to welcome and support asylum seekers to our community. We work to empower people with the information, skills and tools they need to live a healthy, happy life.

As an organisation, we work in solidarity with Aboriginal and Torres Strait Islander people as Australia’s First Peoples and as the traditional owners and custodians of this land.

We celebrate diversity and value the lived experience of people of every ethnicity, faith, age, disability, culture, language, gender identity, sex and sexual orientation. We welcome lesbian, gay, bisexual, transgender, gender diverse and non-binary, intersex, and queer (LGBTIQ+) people at our services. We pledge to provide inclusive and non-discriminatory services.

Our purpose: To inspire people, enliven communities and confront injustice

Our values: We are imaginative, respectful, compassionate and bold

1. Position purpose

The CRM Coordinator is a key member of the digital team. The role is responsible for key engagement and data infrastructure to support and report on marketing and fundraising activities. This includes development of reports and dashboards that will play a pivotal part in driving strategic decisions, improve business performance and highlight current issues and challenges for the Community & External Relations division. The role involves working in Salesforce and HubSpot to support fundraising and marketing activities.

The role will work closely with the team in both business-as-usual work and in special projects providing subject matter expertise.

2. Scope

Budget:

nil

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People:

nil

3. Relationships

Internal

- Relevant support services staff (including, but not limited to, ICT, Finance and Mission & Inclusion)
- Community & External Relations division

External

- Suppliers supporting infrastructure and platforms including web developers
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4. Key responsibility areas

- Perform data cleansing where appropriate to resolve data integrity issues and isolate anomalies in data sources.
- Maintain data quality standards and work to ensure standards are met and high-quality data is produced.
- Prepare data for fundraising appeals and marketing campaigns, and for ad hoc requests.
- Prepare and produce data reports.
- Play an active role in a range of other operational and strategic projects including administration of Salesforce and HubSpot.
- Assist in developing and implementing effective donor, consumer and advocate recognition activities.
- Maintain and improve (where possible) database integrity and data accuracy.
- Educate and advise the team on data reports and data reporting best practice.
- Develop and deliver recurrent and ad hoc reports and documents, presented in appropriate formats and within set timeframes.
- Find succinct and compelling ways to present data/dashboards as workforce, process and technology continue to change.
- Present complex concepts, ideas and issues in clear, confident and timely manner
- People and teams
- Undertake regular supervision and performance review with line manager, providing feedback to promote collaborative working relationships.
- Promote and maintain a positive, respectful and enthusiastic work environment.
- Assist in maintaining and building systems in Zapier
- Assist in building and maintaining customer journeys for multiple areas of the business
- Assist in building and identifying opportunities in consumer behaviour for further segmentation throughout digital touchpoints
- Ability to maintain multiple integrated systems

Personal accountability

- Compliance with Uniting's values, code of conduct, policies and procedures and relevant government legislation and standards where relevant.
- Cooperate with strategies to actively ensure the safety, protection and well-being of children who come into association with us.
- Ensure appropriate use of resources.
- Work collaboratively with Uniting (Victoria Tasmania) employees and external stakeholders in accordance with Uniting's values and professional standards of behaviour.
- Actively participate in initiatives to maintain, build upon and promote a positive and collaborative workplace.
- Identify opportunities to integrate and work collaboratively across teams.
- Take reasonable care for your own health and safety, and health and safety of others (to the extent required).

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- Promote a positive safety culture by contributing to health and safety consultation and communication.
 - Promptly respond to and report health and safety hazards, incidents and near misses to line management
 - Attend mandatory training sessions (i.e. equal employment opportunity, health, and safety) and mandatory training specific to position.
 - Declare anything that you become aware of through the course of your engagement which may impede your suitability to work with children and/or young people.
 - Declare any potential or actual conflict of interest that you become aware of through the course of your engagement:
 - Based on a relationship with a current member of Uniting's workforce
 - Based on my ongoing work with another organisation
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5. Person specification

Qualifications

- Tertiary qualifications in business analytics, administration or equivalent experience in a similar role
- A tertiary qualification (minimum Degree preferred) in business analytics or similar; or substantial experience in fields related to the development and use of data in marketing, digital communications and/or fundraising would be highly desirable.

Experience

Essential

- Demonstrated data extraction and manipulation experience, preferably in a direct marketing or fundraising context.
- Ability to produce reports to high standard, expressed in clear language and including recommendations for action.
- Experience creating maintaining and reporting on complex automated customer journeys
- Advanced proficiency with MS Excel, including VBA.

Desirable

- Salesforce and/or HubSpot experience
- Experience of a fundraising environment
- Marketing analysis experience

Core selection criteria

- **Values alignment:** ability to demonstrate and authentically promote Uniting's values.
 - **Technical skills:** well-developed technical skills to source, extract and analyse data where required, and interpret. Able to perform these tasks in Excel and demonstrate transferrable skills.
 - **Communication:** demonstrated sound verbal and written communication and numeracy skills, and attention to detail with high level of accuracy.
 - **Organisational skills:** ability to organise, plan and prioritise tasks with minimal supervision to ensure outcomes are achieved.
 - **Curiosity:** applies curiosity and passion for data as the driving forces behind new discoveries and works proactively. Demonstrate curious and inquisitive methodology in following information in data that could lead to answering big questions, dig deeper into issues and pull at the thread, enjoy tracking the flow of data end to end.
 - **Stakeholder management:** ability to understand, relate to and manage diverse and difficult stakeholder needs.
 - **Problem-solving:** proven high level of complex problem solving.
 - **Teamwork:** willingness to be proactive and help others, contribution to the continuous improvement of a positive, collaborative and effective work environment.
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6. We are a child safe organisation

Uniting is a child safe organisation and is committed in everyday practice to ensure the safety and wellbeing of all children, at all times. As a child safe organisation, employment with Uniting is subject to a satisfactory national (and international where relevant) police check and relevant Working With Children Check (and NDIS Worker Screening Check where relevant) to your State prior to commencement of any paid or unpaid work and/or participation in any service or undertaking.

This position description is subject to review and may change in accordance with Uniting’s operational, service and consumer requirements.

7. Acknowledgement

I have read, understood, and accepted the above Position Description

Employee

Name:	
Signature:	
Date:	