



## JOB DESCRIPTION

**POSITION:** Email Marketing & Automation Specialist  
**DEPARTMENT:** Urban Adventures – Direct Sales & Marketing  
**REPORTING TO:** Direct Sales & Marketing Manager  
**LOCATION:** Melbourne  
**START DATE:** January 2019

### JOB SUMMARY:

Have a lust for travel and a love for data? Passionate about innovation and e-marketing, and using that passion to inspire travellers around the globe? Keen to work on an international, multicultural, hardworking team? We're on the hunt for a tech-savvy marketing whiz to join Urban Adventures and lead our Salesforce-based automated marketing strategy. This is a full-time position to be based in Melbourne, Australia.

The Email Marketing & Automation Specialist is the subject matter expert for marketing automation at Urban Adventures. The role will be responsible for developing and delivering best-practise marketing automation programs using CRM and marketing automation platforms. As marketing automation evolves, you will ensure Urban Adventures remains best in class and delivers a personalised communications experience for our customers.

### Who are you?

- Tertiary qualification in Marketing, Business or related discipline with 3+ years' experience.
- Hands-on experience building and executing marketing automation programs from Salesforce Marketing Cloud or a similar email platform.
- Experience with enterprise-level CRM software.
- Experience with customer relationship management and ability to apply principles to improve automated communications.
- Ability to use data and analytics to inform and optimise communications across the customer journey.
- Experience providing training and support for multiple platform users.
- Ability to work in a complex, fast-paced environment with multiple stakeholders, work streams and tight timelines.
- Analytical skills with a strong understanding of relational data sets.

- Excellent Microsoft Excel, HTML and SQL skills.
- Collaborative team player with excellent interpersonal and problem-solving skills.
- Alignment with the Intrepid Group values of growth, innovation, integrity, responsibility, fun, passion.

#### **What will you be doing?**

- Lead the implementation of Salesforce, and subsequently ensure that our e-marketing utilises the maximum amount of data from Salesforce.
- Responsible for developing and delivering best-practise marketing automation programs using CRM and marketing automation platforms.
- Set up our automation and eCRM programs, as well as implement segmentation, dynamic content and personalisation into our eDMs.
- Act as the subject matter expert for marketing automation at Urban Adventures and deliver communications and training to internal teams on marketing automation best-practise and usage.
- Ensure Urban Adventures remains best-in-class and delivers a personalised communications experience for our customers.
- Work with the marketing team to optimise their e-marketing and advise the best ways to drive growth from this channel.

**Applications close January 31, 2019.**

**Please view the job description for more information.**