

Position Description		
Position Title	Marketing Automation and Data Specialist	
Division	Marketing	
Location	Sydney	
Reporting To	Senior Digital Marketing Manager	
No. of Direct Reports	0	
FIIG Values	Client Focus	We focus on the Client in everything we do
	Integrity	We are open, genuine and honest
	Collaboration	We seek what is best for FIIG as 'one team'
	Forward Thinking	We provide innovative and sustainable solutions to deliver for the long term
	Excellence	We aspire to be the best
<p>Company Overview</p> <p>FIIG is committed to providing direct access to bond markets for more investors.</p> <p>We provide investors with choice and control, delivered through services that enable direct ownership of bonds and easy management of cash deposits.</p> <p>Through industry leading research and education initiatives, FIIG empowers investors and their advisors with knowledge and insights - and with offices in Sydney, Melbourne, Brisbane and Perth, FIIG's 140 strong team provide expert service and support to clients across Australia.</p>		
<p>About the Role</p> <p>We currently have an exciting opportunity in our digital marketing team for an experienced marketing automation and data specialist to design, build, monitor and maintain automations, workflows, emails, digital touchpoints and other related digital platforms Reporting to the Senior Digital Marketing Manager you will be responsible for delivering a market leading digital experience to drive lead generation, customer engagement and maximise revenue opportunities.</p> <p>About you</p> <p>You are a Marketo subject matter expert, who is results driven, detail orientated and an eager learner. You thrive in a fast paced environment, are able to roll up your sleeves and you are a true team player. As a passionate marketing automation specialist you will have a proven history of successfully implementing digital communication programs to achieve targets and KPIs.</p>		
<p>Key Responsibilities</p> <ul style="list-style-type: none"> • Marketo subject matter expert and main point of contact for training and queries across FIIG • Design, build, monitor and maintain automations, workflows and digital touchpoints • The technical delivery of an innovative/engaging lead and existing customer lifecycle programs • Analysing our conversion funnel, prioritise areas of improvement and implement strategies to increase performance driver conversion rates • Prepare, send and report on regular and ad-hoc client eDM communications • Perform regular and ad hoc reporting/tracking for all automation and email activities 		

<ul style="list-style-type: none"> • Manage monthly reporting - collating data from Marketo, CRM and Google Analytics, analysing and creating insights that provide recommendations, improvements to optimise marketing activity • Continually innovating processes, automations and journeys via a 'test and learn' data led approach • Working closely with marketing managers and partnering with sales and clients services to maximise business growth from lead and existing client automation programs • Manage and update content on websites, landing pages and eDMs 	
Selection Criteria	<ul style="list-style-type: none"> • At least two years' experience working in a similar role with exposure to Marketo, Microsoft Dynamics (desired - not essential) and Google Analytics • Designed and successfully implemented end-to end automation programs encompassing automations, workflows and trigger based campaigns • A strong aptitude for digital technology and demonstrated ability to draw informed insights from data to consult and advise key stakeholders • Balance and understanding of data analysis, creating insights and creative optimisation • Project management and end-to-end campaign management. • Technical knowledge of Marketo integration with other CRM/marketing software and Google Analytics • Exposure and understanding of Web CMS systems • Excellent communication skills • Proven ability to build and develop relationships • High level of attention to detail and accuracy
Prepared By	Fraser Thomson
Date	February 2018