



Nourishing Our Country

OZHARVEST | JOB DESCRIPTION

Your Position title:	Marketing and Technology Specialist
You'll report to:	Technology Lead
Classification	Full time
Headcount or hours/wk:	38 Hours
Date:	October 2023

Your key relationships

Marketing and Technology Specialist is part of the collaborative OzHarvest team, which includes IT Team, Marketing Team, Data Analyst, Compliance and Legal, Office staff. You'll also work with external stakeholders including External Consultants and Agencies.

What we're about

Our purpose is to Nourish our Country. Through food rescue, education, community engagement and innovation. As an organisation we are connected by four key values:

Connected by a cause: We are a magnet for magnificent people, connected by a common purpose. This mission of ours is contagious. It will take all of us, every day, every way. Our cause comes to life with every single one of us.

Nourish & Grow: We're creating a culture of giving. When we grow ourselves, we grow each other and nourish others. When we nourish others, we ourselves grow. Not just in times of vulnerability, but as we thrive.

Boldly Courageous: We speak and act boldly for the change that needs to happen. We embrace every challenge with optimism, dignity and respect.

With Gratitude: We are grateful. Always. To each other. To the people we serve. To the people who give so generously. For the work we do, and the work to be done.

About the role

As the Martech Specialist for OzHarvest, you will be responsible for managing, implementing, and optimizing our marketing technology stack, which consists of Salesforce Sales Cloud and Salesforce Marketing Cloud. Your role will involve collaborating with various stakeholders, including the Marketing team, IT team, Education team and external agencies to ensure the successful execution of campaigns and the delivery of exceptional user experiences.

Additionally, you will have experience with Marketing Cloud AMPscript and SQL skills to create complex data-driven campaigns that drive engagement and conversions. You will also be responsible for ensuring the smooth flow of data between Salesforce Sales Cloud, Marketing Cloud automation and the



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source system, and for upholding data governance policies, ensuring data priority and managing email fatigue.

Your Key Responsibilities

- Manage and maintain the Salesforce Sales Cloud and Salesforce Marketing Cloud Data, ensuring data hygiene and optimal use of the platforms
- Collaborate with the Marketing team to develop and execute campaigns that align with our key awareness objectives, using Marketing Cloud AMPscript to create personalized content for emails and landing pages
- Use SQL skills to build and execute targeted campaigns based on contact behaviour, giving history, and other data points
- Use Salesforce Marketing Cloud to build and execute targeted email, SMS and social media campaigns
- Ensure smooth data flow between Marketing Cloud automation and the source system, including data extraction, transformation, and loading (ETL)
- Uphold data governance policies and ensure data priority is maintained
- Comprehend and oversee the data belonging to OzHarvest, ensuring that the utilization of data aligns with the primary business objectives.
- Manage email fatigue, ensuring that email communications are targeted and personalised to avoid over-communicating with donors
- Analyse data and insights to identify trends, opportunities, and areas for improvement, and provide recommendations for optimisation and A/B testing
- Monitor and report on campaign performance, KPIs, and ROI, providing regular updates to the Marketing team and senior management
- Maintain a deep understanding of the latest martech trends and best practices, and continually evaluate new technologies and tools that could enhance our marketing efforts
- Ensure compliance with data privacy regulations and maintain high standards of data hygiene
- Build relationships with key stakeholders, including IT, external vendors and partners, to ensure effective project management and delivery



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At OzHarvest we are a small family and there are fabulous opportunities for each of us to work together to contribute to deliver on our purpose to Nourish our Country. These could include a range of reasonable additional duties from time to time as required.

Personal Specifications

Qualifications

- Bachelor's degree in Marketing, Communications, Business, or a related field
- Salesforce Sales and Marketing Cloud Certification

Skills, Knowledge & Experience

- Experience in marketing technology, with a proven track record of success in managing Salesforce Sales Cloud and Salesforce Marketing Cloud
- Technical skills include HTML, SQL and AMPScript.
- Strong analytical skills, with the ability to interpret data and insights to inform marketing strategy
- Experience with building and executing targeted email and social media campaigns in Salesforce Marketing Cloud
- Experience with Marketing Cloud AMPscript and SQL skills to create complex data- driven campaigns that drive engagement and conversions
- Understanding of Salesforce Sales Cloud and ability to manage donor data and provide insights into donor behaviour and giving patterns
- Experience with data extraction, transformation, and loading (ETL) between Marketing Cloud automation and the source system
- Knowledge of data governance policies and data priority management
- Experience managing email fatigue and avoiding over-communication with donors
- Excellent project management skills, with the ability to manage multiple projects simultaneously and work collaboratively with cross-functional teams
- Excellent communication and interpersonal skills, with the ability to build relationships with stakeholders and influence decision-making
- Having previous experience with Salesforce NPSP would be highly valuable
- Passion for OzHarvest's mission and values

Personal Abilities and Aptitudes

- A strong commitment and enthusiasm toward the purpose and values of OzHarvest
- Energetic, positive and proactive
- Ability to manage multiple stakeholders and multiple tasks
- Strong communications skills and the ability to build and nurture relationships
- Strong customer service approach
- Ability to work effectively under pressure



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Employee Acknowledgement

I acknowledge that I have read and understand the above Job Description and agree to carry out all duties as described to the performance standards required, adhering to the policies listed below.

Employees Name: _____

Signature: _____ **Date:** _____