

CRM Manager (Volunteer Position)

Position Description

The Australasian Birth Trauma Association (ABTA) has volunteer position for an experienced CRM Manager with an in-depth understanding of audience segmentation, data collection and customer lifecycle marketing. Experience working with CRM platforms is a must, Hubspot preferred. As the CRM Manager you will be critical in driving repeat engagement through personalisation, data management and innovation.

This role requires a technical understanding with a key focus on understanding our customer end to end, driving insights and collaborating with the wider business. This role will see you owning all CRM strategies for the business and reporting into the core team.

Key responsibilities:

- Manage our current CRM through Hubspot
- Understand the 'customer' life cycle and identify relevant insights to translate them into meaningful experiences
- Manage the audience segmentation for campaigns and mailing list management
- Identify key customers, why they are valuable and support the customer acquisition strategy
- Ensure the business maintains a high level of compliance with privacy legislation and all customer data is protected and in line with local legislation and best practice

What skills, knowledge and experience do I need to do this role?

- Experience in a similar CRM/direct marketing role
- Familiar with all aspects of CRM and direct marketing
- Strong understanding of audience segmentation and how to target customers effectively
- Proficient use of excel and management of large data sets
- Passionate and driven individual
- Excellent communication, organisation and attention to detail
- Data driven, proactive and creative approach to problem solving
- High level of adaptability and flexibility to frequent changes in a NFP environment

What is the time commitment?

- We appreciate that our volunteers have a number of existing commitments and value the time they contribute to the work of the ABTA. Weekly contributions of time may vary from volunteer to volunteer. The ABTA will work with volunteers to accommodate individual circumstances where possible
- 2 hours per week

How will the ABTA support me?

- You will receive an Induction Pack via email and instruction which outlines how the ABTA will support you in this role.
- 'ABTA Volunteers' Closed Facebook, Whatsapp, and Instagram Groups have been established to provide support and facilitate easy communication between volunteers. These groups are moderated by the Volunteer Manager
- Regular communication with the Volunteer Manager.
- We are a very small charity run almost entirely by volunteers, and are unfortunately not in a position to contribute to your internet running costs or install internet provision if you do not already have this.

To apply for this role, please email Amy Dawes at Amy@birthtrauma.org.au.