

**Why we are here**

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

wwf.org.au

Job Description

WWF-Australia

ABN 57 001 594 074

Department	Experience
Unit/team	Digital, Data and Business Intelligence
Job Matrix Group	WWF Corporate Professional
Job Matrix Level	7
Job Title	CRM Platform Manager
Reports to	Head of Experience Lifecycle, Performance and Insights
Direct Reports	CRM Specialist Data Specialist
Location	WWF-Australia Office/location negot.
Job Type	Full Time Ongoing Contract
Hours per week	38
Award Coverage	Award Free
Approval	Head of Human Resources
Approval Date	02/09/2024
Organisational Context	For over 60 years, WWF has been a powerful voice for nature and communities. We are a values-driven and diverse global network of local organisations working in 100 countries. We work as a catalyst with communities, First Nations, governments, businesses, innovators, and philanthropists towards our global mission: to build a world where people live and prosper in harmony with nature.
-	WWF-Australia uses our expertise to conserve biodiversity, empower communities and halt climate change in Australia and the Asia-Pacific region. With the knowledge and traditions of First Peoples and local communities, together we can bring change on a global scale for climate, nature, and people. Join us and help Regenerate Nature by 2030.
Department Context	WWF-Australia's strategy requires all staff to support the delivery of our objectives which aim to catalyse regeneration towards 2030 across the following strategic priorities: Regenerative Sky (Climate), Regenerative Country (Land) and Regenerative Saltwater



(Oceans) - that deliver inclusive conservation outcomes. These three solution pathways are enabled by a focus on Mobilising Millions, a Regenerative Economy and ensuring a Future Fit Organisation.

The Lifecycle, Performance & Insights (LPI) department forms part of the wider Experience team under the Chief Experience Officer. The LPI team collaborates very closely with the Supporter Mobilisation team to integrate external-facing campaigns.

Collectively, this department is responsible for implementing a data and evidence-led approach to the supporter's lifecycle, including raising awareness of and engagement of WWF's strategic goals with target audiences; growing and nurturing the WWF supporter base to contribute to the achievement of WWF's conservation, advocacy, and fundraising goals.

Job Purpose

The CRM (Customer Relationship Management) Platform Manager leads the delivery of WWF-Australia's CRM platform strategy. This is a hands-on management role that leads the ongoing administration of the CRM platform and the day-to-day operational responsibilities of the CRM platform team to support all critical business processes to achieve relevant engagement and fundraising campaigns. The role is a key stakeholder in creating the future CRM platform strategy collaboratively with a broad stakeholder group as part of WWF-Australia's overall marketing tech roadmap. This role also acts as a key champion of data security, hygiene and governance, ensuring that supporter data is managed in line with best practice and relevant regulations.

Key Accountabilities

- Lead the implementation of WWF's CRM platform strategy within the overarching marketing technology roadmap.
- Oversee and actively help run WWF's end-to-end transaction processing operations, to ensure timely and accurate processing of donations.
- Create, implement and maintain new data processes to support fundraising and reduce manual handling of data.
- Oversee all data capture, transfer, storage, hygiene, security, governance and utilisation of data within the CRM platform and ecosystem.
- Serve as an escalation point for resolving data import/export issues with vendors and internal fundraising stakeholders, ensuring clear communication and collaboration.
- Manage a small team that works collaboratively to maintain and enhance processes and systems to deliver organisational value through the use of data and the CRM platform.
- Lead the implementation and embedding of data handling practices within the CRM platform, and collaborate with other relevant system leads, to ensure consistency and compliance with privacy and security regulations.
- Actively work "on-tools" ensuring direct support for the team.
- Champion adoption of integrated, data-driven, evidence-led decision-making across all areas.
- Oversee database helpdesk job requests from system users and ensure delivery in accordance with internal service level agreements.
- Manage and champion CRM platform data quality to ensure reliable and consistent information.

Job Level Responsibilities

As a people and business unit manager, at a team and organisational level:



- Contributes to strategic and operational performance analysis, planning, budgeting, systems, products, processes, delivery and reporting design and management.
- Coordinates the CRM platform strategy, and operational work planning, awareness and integration of embedded analytics and data-led decision making across the organisation.
- Leads a team in building a high-performance culture, facilitates change through people and develops individual competence by coaching, developing and retaining talent.
- Performs team budget administration, risk and quality management, and reporting.
- Supervises staff/volunteers/interns, ensuring aligned performance, motivation and recognition.
- Represents WWF as a functional/technical expert spokesperson and presents to groups, as required.
- Ensures compliance with legislation, standards, practices and WWF policies, particularly *Advocacy with Excellence, Information & Data Security, Health & Safety, Child Protection, Security, Sustainability and Equal Employment Opportunity*.
- Aligns staff and own work with WWF's mission, Guiding Principles, Brand and I-CCaRe Values (Integrity, Collaboration, Courage and Respect).
- Seeks approval from the CEO for international travel.

Relationships Communications

& Team-working is WWF's preferred way of working, requiring positive and constructive relationships across the organisation. Key relationships include:

- IT Manager, Digital Platforms Manager and Technology Projects Manager; to coordinate digital, BI and data engineering dev-ops, automation of data transfer and processing, and the design and implementation of an integrated technology ecosystem.
- Data Stewardship Committee; to educate and inform members on topical matters relating to best practices, new developments and projects relating to data stewardship, governance and regulatory compliance.
- CEO, Executive Team and HoDs; to ensure standardisation, harmonisation and alignment of all KPIs with our strategic, operational, departmental, business unit and individual work plans.

Job Challenges

- The position requires the skills to build trust and work collaboratively to achieve engagement across diverse teams.
- The geographically dispersed nature of WWF and diversity of its supporters requires advanced people and project management skills and strong stakeholder management, communication and engagement skills.
- Anticipating reaction to performance reporting results by preparing data and insights-led stakeholder communications that educate and inform, and contribute to transparency, understanding and positive outcomes.
- Standardising program performance modelling and reporting metrics and definitions across the business.
- Maintaining a high level of data integrity and accuracy during high workload periods.
- Ensuring current knowledge of WWF's strategic objectives, program KPIs, campaigns, projects and communicating KPI performance measurement results to stakeholders in an effective, engaging, meaningful manner.



- The position involves promoting the value benefits of embedding a data and business intelligence-led approach to program, product and project design, implementation, monitoring, evaluation and performance reporting.

Essential Criteria Selection

- Prior experience managing Customer Relationship Management (CRM) software platforms (ideally Blackbaud Raiser's Edge NXT, Salesforce, Microsoft Dynamics or similar).
- Proven capability and track record leading data management and CRM strategies and programs, including either CRM delivery or migration projects.
- Demonstrated team leadership and people management skills and a track record of fostering creative, diverse, inclusive, constructive culture in a deadline-driven operation.
- Proven excellent internal and external stakeholder management, communication problem-solving and analytical skills.
- Demonstrated ability to work in an agile, flexible, collaborative manner as part of a cross-functional project team.
- Detailed and current working knowledge of data privacy laws, PCI-DSS, EFT, digital payment processing systems, data governance, risk management, regulatory compliance requirements, data security best practices.
- Advanced skills using Excel and SQL.
- Prior experience implementing data engineering, processing workflow automation and ELT/ETL data engineering principles and best practices (ideally Knime or similar).
- Strong prioritisation and organisational skills, with demonstrated experience of meeting time sensitive deadlines.

Desirable Criteria Selection

- Prior working experience/knowledge with AI (artificial intelligence) and ML (Machine Learning).
- Strong organisational skills and an ability to troubleshoot rapidly problem-solve effectively.
- Prior working experience and knowledge of integrations data-driven applications in a serverless cloud computing environment (ideally GCP) and CRM platforms.
- An understanding of, and support for, workplace sustainability principles.
- Strong internal advocacy and consulting skills and prior coaching experience.
- Prior related experience working in a similar capacity for a charity or non-profit.

Credentials

- Tertiary qualifications in business, finance, data engineering, computer science, management information systems or similar fields and/or equivalent relevant experience.

Does this role involve working with children?

- No

Job Requirements

- Provide evidence of completion of a full-course of an Australian government-recognised vaccination against COVID-19.
- Employment background checks.
- After hours work on infrequent occasions.



- On roster to oversee/support key business processes, as required from time to time.

How to Apply

Applicants can apply via <https://wwf.org.au/about-us/jobs-at-wwf/>. Only those applicants applying online via the eRecruitment System will be considered.

Please include the following two attachments: (1) a cover letter/statements against the selection criteria and (2) your resume (CV).

Note that applicants require current unlimited working rights in Australia to be eligible for this role.