

Salesforce Marketing Email Associate

Ofx Group Limited • Sydney NSW 2000



Base pay
\$0 - \$0



Work type
Full time



Contract type
Permanent

Job details



Date posted
22 May 2022



Expired On
30 Jun 2022



Category
Marketing & Advertising



Occupation
Market Research & Analysis



Base pay
\$0 - \$0



Contract type
Permanent



Work type
Full time



Job mode
Standard business hours



Work Authorisation
AUSTRALIAN CITIZEN / PERMANENT RESIDENT

Perks

WORK - LIFE BALANCE

Skills

MARKETING

TIME MANAGEMENT

CUSTOMER ENGAGEMENT

DIRECT MARKETING

GO TO MARKET

MARKETING COMMUNICATIONS

MULTITASKING

OPERATIONS

RELATIONSHIP MARKETING

ROI

SELF-STARTER

Full job description

Salesforce Marketing Email Associate MARK Sydney, New South Wales Hi. We're OFX, a global provider of online, international payment services. We solve the complexity of moving money and enable better decisions. Headquartered in Sydney with offices worldwide, we're a customer-focused business that is all about inspiring customer confidence. At OFX, you'll have the opportunity to reach beyond your role and function across disciplines. Make use of your diverse skill set at a business that values your expertise and turn your potential into reality. Purpose of your role Your role is pivotal to delivering

& scaling world-class customer engagement for consumer and business OFX customers globally through customer relationship marketing campaigns & journeys to drive increased active customers, loyalty and revenue. As the Marketing Email Specialist, you will build & execute email marketing campaigns in the Salesforce Marketing Cloud platform to maximise reach, performance & ROI. Your passion for the customer experience and technology will see you involved in direct communications across the whole customer lifecycle to make a difference at OFX. What you do Build & maintain the OFX suite of email & SMS message templates and email content modules in Salesforce Marketing Cloud to support go-to-market efficiency and consistency for transactional, marketing & other types of 1:1 communication. Plan, build & execute 1:1 transactional communications (email, SMS & Mobile Push messages) in Salesforce Marketing Cloud to support product experience journeys and other operations use-cases for existing OFX consumer and business customers globally. Plan, build & execute 1:1 marketing campaigns (email, SMS & Mobile Push messages) in Salesforce Marketing Cloud that engage existing OFX consumer and business customers globally, ensuring the right customer receives the right message at the right time. Translate briefs from other marketing and OFX stakeholders into communications requirements and designs. Leverage internal and external events / triggers to tactically engage relevant customers and stimulate incremental revenue to OFX. Improve campaign engagement quality and deliver real business outcomes, creating reports, analysing results and recommend developments and optimisations, always looking at how we can scale campaign performance and reach. Build relationships with colleagues in Marketing, Product, Commercial, Legal, Compliance and external partners to enable email marketing execution on time and in full. Support the long-term OFX customer CRM, data & customer engagement strategy. Develop strategic hypotheses and execute A/B testing to optimise email effectiveness. Keep abreast of new email & direct marketing best practice and new capability to ensure OFX is taking advantage of opportunities to improve our CRM program. What you bring Qualifications Tertiary-level degree qualified in Marketing, Communications or Business Certified Salesforce Marketing Cloud Email Specialist Knowledge, skills, experience 1+ years hands of experience creating and managing email content, building automated marketing journeys and building targeted audiences in Salesforce Marketing Cloud (Email Studio, Journey Builder, Automation Studio & Contact Builder). Experience working with HTML, CSS and AMPscript to build and edit email content. Experience with generating reports and analysing data in Google Analytics. Experience with basic SQL queries (highly desirable). Highly organised, with strong attention to detail clarity & accuracy. Good time management and multitasking skills. Exceptional written communication skills. A strong desire to execute, drive impact and demonstrate urgency. Customer-focused with ability to take initiative and work autonomously A self-starter who is data-driven, has a proactive and creative approach to problem-solving. Interest in financial services; keeping abreast of global events & currency movements, and understanding how they are relevant for customers. What it's like working at OFX We're OFXers because we want to

make a difference. We see challenges as opportunities and we're not afraid to roll up our sleeves to get stuff done. We're committed to making things easier for our clients, pushing boundaries and continuing to move with the times so that we can continue to inspire confidence every day and through every transaction. We operate as one team, cross-functionally and globally to drive outcomes that deliver excellence for our customers. We're curious self-starters who love learning and sharing our knowledge with others. We embrace change and use our initiative and resilience to overcome challenges. Global markets move fast and so do we. We work across borders and time zones, which helps make the world feel a little smaller. From San Francisco, Toronto to London, Dublin, Sydney, Auckland, Hong Kong & Singapore, there's always a colleague to help. We promote an environment of reward and recognition, OFXers are encouraged to celebrate their peers' effort, technical expertise or support through a range of channels and awards. Giving back, we encourage OFXers to give back to causes and communities that are important to them. We celebrate this with an annual Make a Difference (Volunteer) Day, that OFXers can use together or individually. We have a strong and diverse workforce and we're committed to further developing this workplace culture to create an environment of trust, mutual respect and teamwork. We're proud of the breadth of cultural diversity represented by our employees and we aim to celebrate this each year by engaging in employee activities across our offices. Always keep learning. Drive your own learning with LinkedIn learning, which all OFXers have access to. We offer a variety of other learning programs and encourage cross functional and soft skill learning. We take pride in having a work/life balance and flexibility; we encourage employees to work productively and efficiently. Our OFXers enjoy Birthday leave to celebrate their birthday however they choose. Our Good Vibes employee-led committees organise events to keep our employees engaged inside and outside the office. Whether it's participating in our team social events, end of year celebrations (currently being hosted virtually). Our team wants you to feel welcome!