

POSITION DESCRIPTION

Part A - Role Specification

Role Title:	Customer Insights Lead	Date last reviewed:	March 2025
Business Unit:	Marketing	Department:	Member Marketing
Classification:	Non-award		
Role Reports to (role title):	Manager – Marketing Automation		
Direct Reports (role titles):	N/A		

Unique Value Add (*Succinct statement of why the role exists; the purpose*)

- End-to-end management of Dynamics 365 - Customer Insights.
- Lead their squad in defining sprint goals and be the link between customers, stakeholders, and scrum teams to deliver meaningful member and business value.
- Drive development and the roadmap for communications, data mobilisation and better targeting, resulting in better member experience.

Work Health and Safety Accountabilities

- Takes personal responsibility for their own safety and that of others and ensures their work environment and practices are safe.
- Perform their duties in accordance with the RAA Work Health and Safety and Injury Management Roles and Responsibilities Procedure specific to the defined level of work.

Key Result Areas (*Outcomes of the role and the desired behaviours to be exhibited in the role*)

KRA	Accountabilities (3 -5 key accountabilities per KRA) <i>EG. Conduct analysis of the "Grade of Service" targets and provide monthly reports.</i>
Product Management	<ul style="list-style-type: none"> • Be the owner and expert for Dynamics 365 - Customer Insights. • Monitor all campaigns performance, reporting on results and identifying process improvements in channel and data utilisation. • Create and enhance RAA's product roadmaps, ensuring they are compliant with regulatory obligations and support relevant business processes. • Analyse data variables such as market trends, user research and feedback to define current and future product enhancements to meet customer, organisational and regulatory needs and to develop new and innovative ideas. • Continuously review business needs, refine priorities, outline milestones and deliverables, and proactively identify areas for improvement to the product.

Dynamics 365 - Customer Insights	<ul style="list-style-type: none"> • Have a thorough understanding of Dynamics 365 - Customer Insights, to adequately capture and prioritise technical delivery. • Create and evolve segments and campaigns in Customer Insights, managing the foundation and framework for member communication. • Support stakeholders and change teams through the planning and delivery phases, ensuring adequate communication and business readiness prior to deployments. • Provide progress reporting as required, for all projects, sprints and strategies.
Direct marketing campaign development	<ul style="list-style-type: none"> • Contribute to the development and implementation plan for direct marketing campaigns for RAA products. • Monitor and track all campaigns and report results across all channels. • Coordinate the end-to-end direct marketing process as agreed with relevant product marketing teams, including but not limited to data briefs, data checks, testing creative and managing member queries as they relate to direct marketing initiatives. • Co-ordinate campaigns for all direct marketing channels including web, eDM and SMS. • Work closely and collaboratively with relevant product marketing teams to ensure all direct marketing campaigns are delivered fit for purpose, to quality expectations and on budget.
Requirements definition and management	<ul style="list-style-type: none"> • Deliver scoping, requirements definition and prioritisation activities for large and complex initiatives. • Define and write user stories, acceptance criteria and success metrics to deliver value for the scrum team, business and members. • Split features into user stories and prioritise the backlog, including bug fixes and enablers, based on the overall strategy and business objectives. • Provide clarifications where necessary to help assist the delivery team with user story estimates and sequencing. • Negotiate with stakeholders to get input and agreement on requirements, competing priorities and regulatory compliance.
Supplier and vendor management	<ul style="list-style-type: none"> • Manage relationships with suppliers and implementation partners to meet key performance indicators, agreed targets and identify improvement opportunities. • Leverage supplier and implementation partner expertise to support and inform product roadmaps. • Negotiate through potential disputes or conflicts and escalate in a timely manner to ensure strong working relationships and commercial outcomes. • Use data to ensure supplier performance is properly monitored and regularly reviewed. • Provide feedback on constraints and opportunities to inform contract management, tenders and other negotiations.

Key Authorities (A summary of delegated authorities needed to effectively fulfil the role accountabilities)
People (Authorities to manage people relationships)
Authority for Direct Reports

- None

Authority for Cross Functional Relationships

- Coordinate TIRR authority for the Marketing cross-functional team.
- Prescribed TIRR authority for the Marketing cross-functional team.

Financial (Authorities to spend money)

- L1 Financial Delegations - refer RAA Delegations Guide.

Technology/System/Process (Authorities to access and use IT systems, undertake certain processes)

- Dynamics 365 - Customer Insights
- Jira and Confluence
- LaRAA
- Adobe Suite
- Google Analytics
- ServiceNow

Part B - Person Specification
Qualifications (Indicate whether mandatory or desired)

- Tertiary qualifications with a degree in Marketing, Computer Science, Design, Project Management or similar is desirable.
- Qualification in Product Ownership, Product Management or similar is desirable.

Skills and Abilities (Individuals capabilities, include level of proficiency)

- Experience with Dynamics 365 - Customer Insights is highly desirable.
- Experience working in Agile teams, in a similar role, is highly desirable.
- Previous exposure to a regulated industry that is subject to compliance standards and legislative requirements is desirable.
- Ability to work in both marketing and technical spaces will be highly regarded.
- Exceptional written and oral communication skills, with a commitment to openness and transparency.
- Strong stakeholder engagement skills to define goals, gather requirements and solve problems.
- Ability to perform in a fast paced and quickly evolving environment and being open to navigating unexpected change.

Knowledge (Factual or procedural information needed to perform in the role)

- Knowledge of direct marketing communications and campaign development (desirable)

- Knowledge of contemporary direct marketing practices (desirable)
- Skilled in providing ongoing, timely and constructive feedback to agile teams.
- Demonstrate good practice and positively influence staff to follow.

Experience (*The minimum amount of experience required to perform in the role*)

- Demonstrated experience with Dynamics 365 Customer Insights.
- Experience in a similar role or within an Agile team, with demonstrated hands-on experience in product ownership and/or management.

Additional Requirements

- Perform other duties as requested by the Marketing Automation Manager which are generally consistent with this position and within current level of competence.
- From time to time willingness to work flexible hours required to achieve necessary outcomes
- Some intra and interstate travel required on an ad-hoc basis.

Reviewed by:
Name:
Role Title: HR Business Partner

Date:
Approved by:
Name:
Role Title:
Date: