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

Job Title	Marketing Automation Lead
Department	Experience
Sub Department	Experience Lifecycle, Performance & Insights
Job Architecture Level	B
Reports to	CRM Platform Manager
Direct Reports	None
Location	Sydney or Melbourne
Job Type	Full Time Ongoing Contract
Hours per week	38
Award Coverage	Award Free
Approval	Head of People and Property
Approval Date	4/11/2026

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.

- 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.

Department Context

WWF-Australia's Experience team is responsible for growing our supporter and revenue base and engaging our supporters and partners to take action to help regenerate nature. We create exceptional experiences, content, stories and journeys to inspire diverse audiences in driving change and achieving conservation impact.

Job Purpose

The Marketing Automation Lead administers Salesforce Marketing Cloud and leads the effective operation, governance and continuous improvement of WWF-Australia's marketing automation platform to enable reliable, compliant and effective supporter communications.

The role provides technical leadership for the delivery and optimisation of EDM and SMS campaigns, automation and personalisation to improve supporter engagement, retention and revenue.

Key Accountabilities

- Act as platform administrator for Salesforce Marketing Cloud, setting platform priorities and implementing measures to improve platform performance, governance and compliance.
- Lead stakeholders to design EDM/SMS campaigns and automated journeys that drive supporter engagement, conversion, revenue and retention.
- Decide audiences for EDM and SMS campaigns within agreed lifecycle and contact management principles to balance campaign objectives with supporter experience, consent and deliverability.
- Build, test and deploy EDM/SMS campaigns and automated journeys, undertaking EDM design and content production where required and ensuring compliance with brand, editorial, accessibility and quality standards.
- Monitor and report on campaign and journey performance and develop and maintain the testing and optimisation roadmap for EDM and SMS programs to improve engagement, conversion, retention and revenue.
- Build and maintain SOPs, documentation, reusable templates, data extensions, automations and queries to enable reliable, efficient and scalable marketing automation delivery.
- Provide expert technical advice and support to drive integration and optimisation of WWF's marketing automation platform and broader martech stack.

Job Level Responsibilities

- Contributes to strategic and/or operational planning, systems, processes, delivery and reporting.
- Complies with legislation and standards, policies and practices, particularly information security, health and safety, child protection, prevention of sexual exploitation and abuse, security, sustainability, and equal employment opportunity.
- Aligns own work with WWFs mission, Guiding Principles, Brand and I-CCaRe Values – Integrity, Collaboration, Courage, and Respect.
- Performs budget administration, risk and quality management, and reporting.
- Represents WWF as a functional/technical expert or authority within discipline, as a spokesperson and presents to groups.
- Ensures a distinction between managing staff and/or volunteers/interns, and having oversight of independent contractors, in terms of the supporting the rights and obligations for those concerned.
- As part of WWF's commitment to innovation, ethical practices, and continuous improvement, this role is expected to embrace and responsibly

explore and apply AI technologies in line with WWF's values to maximise impact.

Relationships & Communications

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

- Lifecycle team to resolve targeting decisions and ensure alignment of journeys and segmentation with supporter lifecycle and contact management principles.
- Digital marketing team to ensure alignment of targeting and messaging across channels.
- Experience team colleagues for EDM content creation, scheduling, delivery and training.
- Data team to ensure data integrity of marketing automation platform and synchronization with Data Cloud and CRM.
- External marketing automation agency for business-as-usual campaign delivery and technical support.
- Platform vendors and tech team to identify, plan and deliver opportunities for enhancement of WWF-Australia's marketing automation capability.

Job Challenges

- Ensuring data integrity and security between different systems and respecting supporters' communications preferences.
- Balancing day-to-day campaign delivery with longer-term platform improvements, and prioritising competing requests from teams across the organisation
- Balancing individual campaign objectives with supporter experience, contact management principles and long-term deliverability.
- Extending WWF-Australia's automation capability beyond EDM and SMS to achieve multi-channel personalisation at scale.

Essential Criteria **Selection**

- Demonstrated experience administering Salesforce Marketing Cloud, including platform governance, automation and personalised journeys, and prioritising platform improvements and stakeholder needs.
- Demonstrated experience leading end-to-end production of large-scale EDM and SMS campaigns, including design/build, quality assurance and compliance with brand, privacy and anti-spam requirements.
- High-level critical thinking and problem solving skills, including the ability to identify complex problems, evaluate alternative solutions and make recommendations based on evidence.
- Proven ability to lead and influence stakeholders across teams, including balancing competing requests and keeping delivery on track.
- Strong technical skills in HTML/CSS, AmpScript and SQL, with a sound understanding of marketing technology integrations.
- Experience making audience targeting and segmentation decisions, balancing campaign objectives with supporter experience and deliverability.

Desirable Criteria **Selection**

- Creative content and design skills.
- Familiarity with fundraising principles and supporter lifecycle marketing.

	• Experience with customer data platforms (CDPs), such as Salesforce Data Cloud, to support audience segmentation, personalisation and journey optimisation. • Understanding of, and support for, workplace sustainability principles.
Credentials	• Qualifications in Marketing, Digital Technology and/or significant relevant professional experience. • Salesforce Marketing Cloud certification or equivalent knowledge and experience
Does this role involve working with children or child related media?	No
Job Requirements	• Employment background checks.
How to Apply	Please include the following two attachments: (1) A cover letter, no more than 2 pages in length, that describes your interest and suitability for the role. (2) Your resume (CV).
Working Rights	Note that applicants require current unlimited working rights in Australia to be eligible for this role.