

Position	CRM Specialist
Team	Marketing and Communications
Reports to	Group Manager, Marketing and Communications
Direct reports	Nil
Employment	Permanent
Grade	17
Location	Wellington preferred
Effective from	July 2021

Who Are We?

EECA's purpose is to *mobilise New Zealanders to be world leaders in clean and clever energy use.*

EECA is a Crown entity governed by a Board whose members are accountable to the Minister of Energy and Resources.

We work to improve energy efficiency, energy conservation and increase the use of renewable sources of energy. In particular, we look at how this work programme can assist New Zealand's transition to a low carbon economy.

Our strategic focus areas are:

- Productive and low emissions business
- Efficient and low-emissions transport
- Energy efficient homes
- Government leadership
- Engage hearts and minds.

More information on who we are and what we do is available on our website

www.eeca.govt.nz/about-eecca

Working in the Public Service

Ka mahitahi mātou o te ratonga tūmatanui kia hei painga mō ngā tāngata o Aotearoa i āiane, ā, hei ngā rā ki tua hoki. He kawenga tino whaitake tā mātou hei tautoko i te Karauna i runga i āna hononga ki a ngāi Māori i raro i te Tiriti o Waitangi. Ka tautoko mātou i te kāwanatanga manapori. Ka whakakotahingia mātou e te wairua whakarato ki ō mātou hapori, ā, e arahina ana mātou e ngā mātāpono me ngā tikanga matua o te ratonga tūmatanui i roto i ā mātou mahi.

Mō ētahi atu kōrero hei whakamārama i tēnei kaupapa, haere ki

<https://www.publicservice.govt.nz/about-us/>

In the public service we work collectively to make a meaningful difference for New Zealanders now and in the future. We have an important role in supporting the Crown in its relationships with Māori under the Treaty of Waitangi. We support democratic government. We are unified by a spirit of service to our communities and guided by the core principles and values of the public service in our work.

You can find out more about what this means at

<https://www.publicservice.govt.nz/about-us/>

Purpose

The Group's purpose is to support EECA's objective of engaging hearts and minds through the conception and implementation of marketing campaigns that support the GEN LESS and EECA brands. A component of this is digital transformation to support the delivery of EECA's large scale programmes.

The Customer Relationship Management System (CRM) Specialist is part of the Marketing and Communications team, supporting the organisation.

Key Result Areas

- Leading the implementation, process design of workflows and ongoing maintenance of the CRM (once the CRM platform has been implemented by the ICT Team)
- Maintenance and building out of leads and audience contacts in the CRM
- Integration of CRM workflows with EECA's digital channels
- Supporting key internal stakeholder groups with the operation of the CRM and engagement improvements
- Analytical evaluation to inform learnings back into EECA

Accountability

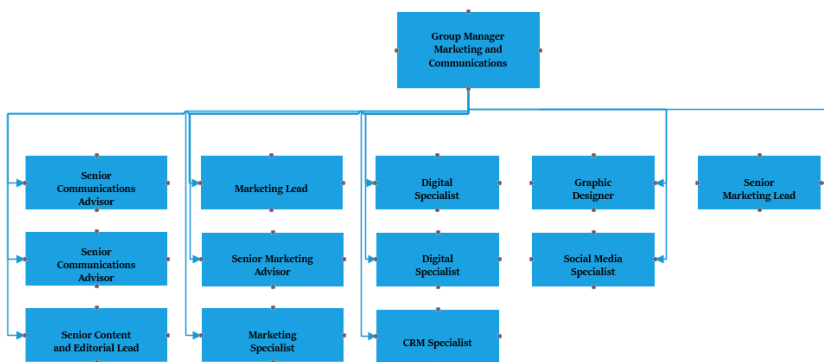
Accountability	Description
CRM System	Responsibility for the implementation, process design, and ongoing maintenance and improvement of the workflows that exist within the CRM system and platforms to support multiple EECA functions. (once the ICT team has implemented the Platform implementation.
CRM supporting delivery	Lead the maintenance and building out of leads and audience contacts in addition to improving audience data integrity and segmentation requirements. Support the Marketing and Communications team to deliver all engagement and lifecycle campaigns across all audience types.

Integration of CRM workflows	Integrate CRM workflows with other digital channels in business including the website, social media, Business Intelligence and dashboards, to get a single view of customers and to understand customer journeys.
Supporting key internal stakeholder groups	Support key stakeholder groups in implementing automation and CRM engagement improvements (e.g. workflows and lifecycle milestones) across the business, including ICT, Client teams (Investment and Engagement) and Programme Leads.
Analytical evaluation	Undertake analytical evaluation to improve consumer behaviour learnings and implement these back into the business.
Collaboration	Work closely with the Marketing and Communications Group members. Work collaboratively across dynamic, cross-functional and/or virtual teams.

Relationships

It is expected that effective working relationships are established with relevant EECA staff and external stakeholders.

Where your position fits:



Key Internal Relationships	<ul style="list-style-type: none"> • ICT Team • All internal customers of the CRM System
Key External Relationships	<ul style="list-style-type: none"> • EECA's creative and research agencies

Educational Qualifications, Experience and Skills Required

The incumbent should possess:

- 3-6 years of CRM and digital marketing (or direct marketing, digital sales) with demonstrated success in growth initiatives
- Strong experience in CRM and automation platforms e.g. Salesforce, Hubspot, Dot Digital, Marketo
- Excellent collaborative skills
- A process improvement mindset
- A high level of analytical skills
- Strong understanding of the customer – and how best to deploy optimisation strategies
- Excellent written and verbal communications skills
- Excellent time management skills with solutions focus
- Effective relationship management skills.

General

A policy of equal employment opportunity operates and EECA provides a work environment that is free from discriminatory practices and encourages all employees to reach their full potential.

As a good employer, EECA takes its Health and Safety responsibilities seriously and all staff are expected to comply with all Health and Safety policies and practices, as part of their employment.

EECA Behaviours

EECA has identified four behaviours that will help us succeed. We will be looking for applicants that can demonstrate these behaviours.

1. **Open to the new.** Changing New Zealand needs openness and understanding. To succeed, we welcome fresh thinking from others, and create an environment where new perspectives are cherished.
2. **Stand in others' shoes.** To mobilise New Zealanders, we'll need to understand people. That means parking our pre-conceptions and getting to know them before we act.
3. **Deliver the goods.** To be world leaders in clean and clever energy use, we need every individual at EECA to own their part of the challenge.
4. **Believe in the 'we' not the 'me'.** Tackling climate change will take collaboration. We need to work together, in a positive and proactive way to make the good stuff happen.