MARKETING CLOUD PRODUCT OWNER

Duration: Fixed-term, full-time (4 months)
Salary: circa £53,000
Job Level: 3
Hours: 35 hours per week. Other flexible arrangements will be considered.
Disclosure Level: Basic. This role involves no direct or indirect work with children
Team: Digital/Information
Reports to: Head of Digital
Location: Working from home and at 1 Westfield Avenue, London E20 1HZ

At the UK Committee for UNICEF (UNICEF UK), we pull together to achieve the best possible results for children in danger around the world. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

ABOUT THE TEAM

The Information & Technology department aims to connect, protect and empower our organisation, people and stakeholders to deliver value for children. The Digital Team shapes and delivers the digital strategy partnering with the business to deliver to our organisational goals.

ABOUT THE ROLE

The role manages UNICEF UK's marketing cloud platform, ensuring that it delivers operationally and strategically to the business goals of the organisation. UNICEF UK has invested and continues to invest in marketing cloud as its primary mass communications channel.

What we will expect you to achieve

- Establish strong and effective relationships with key internal stakeholders to drive increased adoption and better usage of Salesforce Marketing Cloud (SFMC) in line with organisational goals.

- Ensure stakeholders understand the potential of SFMC by showcasing how its tools can drive impact.

- Partner with teams to design and refine a suite of automated journeys against user insights. Leveraging AMPScript and automation tools to enhance personalisation and relevance where appropriate.

- Support and upskill teams to independently design, implement and optimize marketing journeys by providing technical training, documentation and guidance on SFMC tools, including Journey Builder, Content Builder, Automation Studio and Cloud Pages.

- Foster best practice among teams by continuing to grow a vibrant user community, sharing knowledge and insights into using SFMC effectively.

- Establish effective relationships with Salesforce and partner agencies to deliver new functionality and features and troubleshoot issues in a timely fashion.

- Take a strategic approach to rolling out new technologies and SFMC features, prioritizing those that enhance donor engagement, operational efficiency, or mission impact.

- Troubleshoot and resolve platform, journey and data feed-related issues as needed.

- Uphold rigorous security standards, ensuring all platform configurations, integrations, and data handling comply with best practices and legal requirements.

- Identify opportunities for cost savings by optimizing platform usage and eliminating inefficiencies.

- Manage the integration between Salesforce CRM and Marketing Cloud. Create reports and some selections for importing into Marketing Cloud. Including transactional emails sent in real time when a supporter makes a donation online.

BEHAVIOURS, EXPERIENCE AND SKILLS

This section contains the essential behaviours, experience, knowledge and skills needed in order to be effective and successful in this role. All criteria in this section are essential.

Effective behaviours

Supporter driven and mission aligned
- Is committed to children and their rights and motivated to work towards creating a better world for every child.

Analytical
- Analyses available information to make logical and sound judgements
- Questions assumptions and seeks further insight to inform decision making

Communication
- Communicates concisely with clarity and accuracy. Tailors communications to inspire audiences to engagement.
- Presents complex and difficult messages clearly and with impact; negotiates with and influence others. Gains commitment from other teams, agencies and stakeholders.

Inspiring great teamwork
- Encourages a supportive and positive working environment where questions/opinions can be expressed appropriately
- Promotes involvement based on skills and knowledge rather than job title

Creative and innovative
- Contributes ideas, approaches and insights that enable innovation.
- Scans the external environment for trends, insights, ideas and best practice, and builds a network of relevant individuals to gain alternative perspectives that improve performance.
- Empowers people to innovate and welcomes new ideas that are focused on the delivery of strategic priorities.
- Problem-solve and improve existing work processes.

Relevant experience
- Substantial experience (2-3 years) of supporting teams to build and deliver marketing journeys in marketing cloud.
- Confident in building complex journeys and trigger sends.
- Experience of onboarding, coaching and training non-technical staff in SFMC best practices.
- Experience of agile, iterative and continuous product development processes and practices
- Experience of managing and prioritising reactive requests from multiple sources in line with business needs.
- Substantial experience at troubleshooting technical issues.
- Experience of working with multi-disciplinary teams, cross organisational projects and external stakeholders to drive change and achieve results
- Experience of using audience data and insight to drive decision making

Specific knowledge and skills

- Knowledge of set-up best practices for Marketing Cloud including integration with Salesforce CRM.
- Email studio, journey builder, content builder, automation studio and cloud pages.
- AMPscript (intermediate)

- HTML/CSS (intermediate)
- Knowledge of online user experience disciplines
- Knowledge of the principles of design thinking.
- Able to drive ideas and innovation around digital together with the ability to communicate digital concepts to a non-technical audience.
- Website/app development lifecycle and associated processes
- Understanding of and commitment to accessibility and inclusion.

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