



AUTOMATION MANAGER (Salesforce Marketing Cloud) – 12-month FTC

Responsible to	Customer Engagement Manager
Location	National Tennis Centre, 100 Priory Lane, Roehampton, London SW15 5JQ <i>(required to work from the NTC at least 3 days each week)</i>
Salary	Up to £45,000 per annum dependent upon experience

About the role

The LTA's vision is "Tennis Opened Up" and its mission is to make tennis Relevant, Accessible, Welcoming and Enjoyable. The Customer Strategy department is responsible for provide the best possible customer experience in Tennis; however, our customers choose to engage with us.

The Customer Engagement Team is putting personalisation at the heart of the customer experience. All with one goal in mind – to provide the best possible customer experience in tennis and padel.

As SME of Salesforce Marketing Cloud, you will help maximise our single customer view by maintaining platform and expanding its use through the utilisation of modules such as Automation Studio and Journey Builder. Day to day you will work with the Customer Engagement team to develop, maintain, and optimise automated journeys with the purpose of driving relevant personalised experiences online and via email to trigger our desired behaviour.

You are comfortable around data and excited to become familiar with LTAs existing data model. You will have hands on experience writing SQL, AMPscript, HTML to segment audiences, enable dynamic content and track success.

As SME for Salesforce Marketing Cloud, you will ensure that LTA gets the best return on its investment by maximising the platform to its fullest extent to deliver our Engagement Strategies.

The LTA, through its vision "Tennis Opened up", is committed to creating a diverse environment where all colleagues feel included and a strong sense of belonging. We are proud to actively invite applications from all candidates who meet the essential criteria and are able to work in the UK, and we commit that everyone will receive equal consideration for employment irrespective of your ethnicity, religion, sex, gender identity, sexual orientation, marital or civil partnership status, pregnancy or maternity status, disability or age. We also operate a flexible working environment where all colleagues are able to discuss their working needs with their manager or the People Team at any time.



Key Accountabilities

Product, Campaign and Customer

- Manage automated campaigns from briefing, through to execution, QA and reporting – utilising Salesforce, Journey Builder, Automation Studio, Email Studio, Einstein Analytics and Tableau CRM.
- Build an understanding of LTAs customers to support key business strategies by identifying and implementing automated communications to support conversions.
- Design, develop and optimise eCRM automation within omni-channel customer journeys to support the delivery of engagement strategies – abandoned booking, milestone, reengagement etc
- Work with Data, IT and Digital teams to design and implement data enhancements to enable behavioural based triggered campaigns online and within email.
- Scale and simplify manual tasks and processes to improve efficiency within Customer Engagement team.
- Work with internal stakeholders across the business to understand and execute engagement KPIs.
- Identify opportunities to realise the potential of Marketing Cloud including the trial and adoption of new product features within Salesforce releases.

Data availability and management

- Develop and troubleshoot data integration from Salesforce into Marketing Cloud via Automation Studio, Tableau CRM, APIs and Data Extensions to power activities within Journey Builder.
- Salesforce Marketing Cloud data management, cleansing and archiving for compliance with GDPR regulations.
- Maintain relevant naming conventions, tags and build control groups (with Data strategy) to enable A/B testing within journeys.
- Manage architecture and flows of data coming in and going out of Salesforce Marketing Cloud

Development and Collaboration

- Provide mentorship to the Customer Engagement team, imparting your expert knowledge of the platform and awareness of new features for their benefit.
- Scale and simplify manual tasks and processes to improve efficiency within Customer Engagement team.
- Define and track key performance metrics and report on the success to stakeholders, whilst continually striving to optimise and enhance cohesive journeys.
- Work with the wider digital, marketing and technology teams to ensure the customer journey across channels is clear, cohesive, and aligned.

Person Specification

- Customer-centric - Continually thinking about improving customer experience and messaging
- Strategic thinker - able foresee any operational challenges
- Solution focussed - seeking workarounds when problems arise
- Highly organised and able to juggle multiple project and priorities

With previous experience of:

Building automated journeys within Salesforce Marketing Cloud	Essential
Developing and delivering data and email strategies	Essential
Sharing technical knowledge and results in a clear and concise manner to develop staff and promote the success of CRM activity.	Essential
Implementing and maintaining Salesforce Marketing Cloud and its interactions with the full Salesforce ecosystem.	Essential
Experience using Ampscript, HTML and CSS in an email marketing context.	Essential
Proven experience with SQL and building datasets	Desirable
Working within an organisation with different audiences and multi project environments	Desirable

Knowledge, Training & Qualifications:

Technical subject matter expert for Salesforce Marketing Cloud, specifically Journey Builder and Automation Studio, able to advise key business stakeholders on the art of the possible.	Essential
Understanding of cross platform email rendering (i.e. Einstein) and extending the capabilities of email (i.e. interactive email)	Essential
Campaign multivariate testing	Essential
Salesforce Marketing Cloud Administrator Certification	Desirable

Personal Attributes:

<i>Inclusion</i>	<ul style="list-style-type: none"> • Create an environment where people feel safe and welcomed • Value people's differences and believe they make us stronger • Take the time to learn more about inclusion and remove any current or potential barriers
<i>Teamwork</i>	<ul style="list-style-type: none"> • Build effective relationships at all levels to influence and support others • Work effectively, inspiring and motivating a team
<i>Integrity</i>	<ul style="list-style-type: none"> • Excellent problem solving and decision-making skills • Accuracy and attention to detail • Ability to work independently to meet challenging deadlines
<i>Passion</i>	<ul style="list-style-type: none"> • Passionate about the Vision and Mission of the LTA • Thinks creatively and with confidence • Maintain a positive mind set in the face of difficult or pressured situations
<i>Excellence</i>	<ul style="list-style-type: none"> • Adaptable and highly organised, with the ability to multi-task and prioritise • Help others in the team grow and learn