

POSITION DESCRIPTION



Automation & Personalisation Specialist (Adobe)

POSITION DETAILS

Position Title	Automation & Personalisation Specialist (Adobe)
Classification	Level 7
Position Number	TBC
School/Office	Office of Future Students, Marketing & Communications
Division	Division of Western Sydney & External Engagement

POSITION PURPOSE

The Automation Specialist is responsible for building, implementing, and optimising marketing automation workflows, campaigns, and journeys across the University's digital platforms, with a primary focus on Adobe Journey Optimiser. Working closely with the Manager, Automation & Personalisation, this role executes automated communication strategies that enhance student recruitment, conversion, and engagement, while ensuring alignment with University brand, compliance, and accessibility standards. With a heavy focus on streamlining operations, increasing efficiency and effectiveness, this role will be the key support function to the Manager, Automation & Personalisation in driving the Universities digital marketing capability.

KEY ACCOUNTABILITIES

1. Support the implementation of the University's automation and personalisation strategy, ensuring alignment with institutional recruitment, engagement, and brand goals.
2. Through collaboration with the entire marketing team, perform a key role in the delivery of highly personalised, data-driven communications across email, social media, SMS, and digital platforms to increase relevance and impact for prospective and current students, staff, and external audiences.
3. Implement processes for automation of platforms, data management, and campaign execution, ensuring compliance with privacy, accessibility, and brand standards.
4. Work with the Communications and Content Coordinators to build and deploy automated journeys, triggered communications, and personalisation rules using Adobe Journey Optimiser (AJO) and other digital tools.
5. Maintain and update automation assets, templates, and segmentation logic to ensure accuracy, consistency, and performance.
6. Implement A/B tests, audience splits, and dynamic content to improve engagement and conversion.

7. Integrate automation activities with paid media, website personalisation, and content strategies.
8. Monitor campaign performance, troubleshoot issues, and report on automation effectiveness.
9. Ensure compliance with privacy, data governance, and accessibility standards.

QUALIFICATIONS, EXPERIENCE AND SKILLS

1. A degree in Marketing, Communications, Digital Media, Information Technology, or a related discipline, or equivalent relevant experience.
2. Demonstrated experience in building, implementing, and optimising marketing automation workflows, ideally using Adobe Journey Optimiser or similar enterprise-level automation platforms.
3. Proficiency with CRM systems, audience segmentation, and dynamic content personalisation.
4. Knowledge of digital marketing principles, including customer journey mapping, lead nurturing, and conversion optimisation.
5. Strong attention to detail, organisational skills, and the ability to manage multiple priorities in a deadline-driven environment.
6. Analytical skills with the ability to interpret campaign performance data and recommend improvements.
7. Excellent interpersonal and written communication skills, with the ability to work collaboratively across teams.

KEY RELATIONSHIPS

- This position reports to: Manager, Automation & Personalisation
- This position supervises: Nil

Internal:

- Content, Creative & Communications team
- Digital Operations team
- Marketing & Communications Business Partners
- Marketing Manager, Product & Domestic
- Marketing & recruitment stakeholders across faculties and divisions
- Competitive Intelligence & Analytics

External:

- Marketing technology vendors (e.g., Adobe, CRM providers)
- External agencies and implementation partners
- Platform representatives and technical consultants

CHALLENGES

- Translating complex marketing objectives into effective automation workflows that deliver measurable outcomes.
- Managing competing requests and deadlines across multiple campaigns while maintaining quality and accuracy.
- Adapting quickly to changes in technology platforms, tools, and industry best practices.
- Ensuring personalisation and targeting strategies comply with privacy, consent, and accessibility requirements.

UNIVERSITY EXPECTATIONS

The University expects that all employees are aware of, and comply with legislation and Western's policies and procedures relevant to the position, including but not limited to:

- Code of Conduct
- Work Health and Safety and Wellbeing Management System
- Enterprise Agreement or Award
- Anti-discrimination principles, Equal Employment Opportunity and staff and student equity.

Approved by: Office for People
Date:30/09/2025