

POSITION DESCRIPTION

OUR VISION

A world leader in delivering major venues, sport, entertainment and events.

OUR PURPOSE

To provide amazing experiences and opportunities through world class venues, enriching and connecting Queensland communities.

POSITION	CRM Customer Engagement Manager
POSITION NUMBER	1M063
LOCATION	Stadiums Queensland Corporate Office
REPORTS TO	Consumer Business Lead
EMPLOYMENT TYPE	Permanent, Full-time
CLASSIFICATION LEVEL	SQ Employment Contract
CONTACT INFORMATION	Angus Macdonald, Consumer Business Lead Phone: 0467 786 603 Email: Angus.Macdonald@stadiums.qld.gov.au
VACANCY REFERENCE #	SQ61.25
CLOSING DATE	Wednesday, 26 November 2025

THE POSITION

The CRM Customer Engagement Manager is the custodian of Stadiums Queensland's CRM customer data — ensuring it is accurate, complete, de-duplicated, and well-governed. By maintaining a clean and reliable CRM, the role provides the solid foundation for smarter decision-making and stronger connections with fans.

But this role goes beyond maintaining data. It brings the CRM to life — transforming information into insight and insight into action. Using customer intelligence, the CRM Customer Engagement Manager will design and execute personalised marketing campaigns directly through the CRM (email and digital touchpoints) to deepen engagement, grow audiences, and drive ticket sales.

The insights generated will inform not only ticketing strategies, but also drive community engagement, support catering initiatives, enhance corporate hospitality programs, and refine wider commercial modelling, helping SQ maximise value across every event and venue. With an eye on innovation, you will continuously refine engagement strategies to keep pace with evolving industry trends, the needs of key partners, consumers and emerging CRM trends.

This is a hands-on and future-focused role: equal parts data integrity and marketing execution, with an “always on” strategic insights lens. By bringing discipline to data, creativity to campaigns, and foresight to engagement strategies, the CRM Customer Engagement Manager will play a pivotal role in how SQ connects with Queenslanders and grows the business of live events.

WORK ENVIRONMENT

The CRM Customer Engagement Manager is a member of the Corporate Commercial Team that will work closely and collaborate strongly within the Commercial team, as well as with cross-department and venue functional leads.



The role will have a close working relationship with the Ticketing Operations Manager, Digital Media Manager, Digital Media Advisor, Social Media Advisor, and Senior Communications Advisor.

The CRM Customer Engagement Manager will thrive in a dynamic, results-driven environment and while being self-driven, passionate, and eager to add value. At its core, the role will put the customer at the forefront of everything they do and be an ambassador for customer data compliance, privacy and engagement.

ORGANISATIONAL ENVIRONMENT

SQ manages, operate and promotes the use of the State's major sports, recreation and leisure facilities.

<https://www.stadiums.qld.gov.au/>

KEY ACCOUNTABILITIES

- **Customer Data Governance and Compliance:** Ensure data accuracy, integrity, and compliance with regulatory requirements by implementing strategies for customer data management, cleansing, de-duplication, and retention policies. Develop and maintain documentation for customer data management processes and provide training to teams on customer data management and email marketing. Partner with Technology Services and compliance teams to ensure alignment on customer data governance standards.
- **Email Marketing:** Design and execute engaging email campaigns that resonate with different customer segments. Leverage CRM capabilities to build automated, trigger-based campaigns. Experiment with different email elements, A/B testing, and segmentation to optimize email performance and engagement.
- **Performance Reporting and Analytics:** Support the design and implementation of CRM performance reports to monitor customer data quality and customer engagement, providing senior management with actionable insights. Actively seek and use data analytics to inform future email campaigns, customer engagement strategies, and the overall database health of the CRM.
- **Strategic Planning and Roadmap:** Contribute to the development, execution, and ongoing review of the CRM and email marketing roadmap, identifying opportunities for growth and innovation. Assist in the development and execution of content and customer engagement strategies to support consumer, commercial, and operational outcomes, aligned with the SQ'S strategic objectives.
- **Data Security and Best Practices:** Collaborate with Technology Services to ensure data security initiatives, processes, and policies are implemented, while promoting best practices for data governance across the organization.
- **Continuous Improvement:** Support ongoing improvements in CRM processes, technology, and customer engagement strategies to enhance operational efficiency and customer satisfaction. Stay informed about industry trends and benchmarks to align strategies with evolving best practices.
- **Collaboration and Communication:** Foster strong relationships with cross-functional leads to deliver seamless, integrated, and automated customer experiences. Facilitate regular cross-departmental meetings to align goals, priorities, and timelines. Advocate for the voice of the customer across all CRM and email marketing initiatives

MANDATORY QUALIFICATIONS AND/OR EXPERIENCE

- Experience
 - 5 or more years' experience working with CRM platforms and data management. Strong marketing background with demonstrated experience creating and executing email marketing campaigns.
- Qualifications or Equivalent Relevant Experience
 - Certifications in CRM systems (e.g., Salesforce Certified Administrator).
 - Certifications in digital marketing or email marketing (e.g., Google Analytics, HubSpot Email Marketing).
- Technical CRM Expertise
 - Proven experience in CRM system management (e.g., Microsoft Dynamics 365 (preferred), Salesforce, HubSpot). Experience with new data ingestion processes and requirements. Strong skills in data cleaning, de-duplication, and management. Knowledge of data governance, compliance (e.g., GDPR, Australian Privacy Act, SPAM ACT), and best practices.
- Email Marketing Skills
 - Exceptionally high knowledge and skills in designing, executing, and analyzing email campaigns.
 - Expert in client journey mapping, segmentation strategy, and behavioural analysis. Proficiency in email marketing platforms (e.g., Microsoft Dynamics 365 (preferred), Mailchimp, Campaign Monitor, Marketo).
- Analytical Abilities
 - Demonstrated skills and passion for CRM data analysis, reporting, and creating actionable insights.

KNOWLEDGE, SKILLS AND EXPERIENCE

ESSENTIAL

- Attention to Detail
 - High standards for accuracy and completeness in data management and marketing content.
- Communication and Collaboration
 - Strong written and verbal communication skills for explaining technical concepts to non-technical stakeholders. Ability to collaborate effectively with cross-functional teams (e.g., IT, marketing, operations).
- Personality Traits
 - Proactive, solution-oriented mindset. High level of accountability and ownership of responsibilities. Passion for continuous learning and improvement.
- Data-Driven Decision Making
 - Familiarity with using data to inform marketing and CRM strategies. Knowledgeable and demonstrated experience in testing methodologies, statistical analysis, and performance measurement with proven success implementing "test and learn" approaches.
- Campaign Optimization
 - Understanding of A/B testing, performance metrics (CTR, open rates), and optimization techniques.
- Project Management
 - Experience managing multiple projects with competing deadlines. Ability to multi-task, deal effectively with ambiguity, change in business requirements, and self-prioritize under pressure. Proactive and hard-working with strong professional accountability

- Customer-Centric Mindset
 - Focus on improving the customer experience through personalization and thoughtful communication.
- Australian Market Experience
 - Understanding of the Australian consumer and regulatory landscape.
- Proficiency in Microsoft Office

DESIRABLE

- Experience with major event ticketing and/or memberships systems
- Experience with EngageRM platform
- Experience in working within a major sports facility environment including stadiums, arenas, high performance and community venues and with sports, entertainment and major events, high performance athletes and/or community utilisation.
- Experience in the major events, entertainment, and/or sports industries.
- Knowledge and demonstrated user experience of website content management systems and social media platforms.
- Familiarity with automation platforms and AI-driven CRM features (e.g., customer journey mapping, predictive analytics).
- Proficiency with analytics tools (e.g., Power BI (preferred), Google Analytics, Tableau).
- Basic graphic design abilities or experience using tools like Adobe Creative Suite or Canva.
- Understanding of or experience with Content Management Systems (CMS) and integrations between websites and CRM.
- Experience in guiding teams through the adoption of new systems or processes.



OUR VALUES



Enthusiasm and passion

We are an energetic and accountable team who work collaboratively as 'OneSQ', embracing diversity of experience and open communication.



Professional, commercial and accountable

We are passionate and take ownership in delivering commercial results and great experiences for our customers. We strive for and deliver greatness, and celebrate individual and team achievements.



Customer-centric, innovative and agile

We embrace change, encourage innovation and are solutions focussed. We are customer-centric and continuously and flexibly adapt to evolving needs and expectations.



Authentic, transparent and respected

We are authentic and conduct our business with the highest standards of ethics, integrity and responsibility.

ADDITIONAL INFORMATION

- Some out of normal hours work and work on weekends will be required.
- Whilst this position is currently located at the Corporate Office, the successful applicant may be required to work from any of SQ's venues or offices.
- Travel inter/intrastate may require some overnight stays away from the position's location.
- This position description details the minimum skills required to perform the duties of this position. Other duties may be allocated, as required.
- SQ employees are bound by the ethics principles, which are contained in the SQ's Code of Conduct and the terms and conditions of employment are detailed in the Employment Contract and associated legislation. All staff are expected to familiarise themselves with these.
- Ensure all work is undertaken in accordance with SQ's policies and procedures, particularly in the areas of workplace health and safety, security management, equal employment opportunity, workplace harassment, bullying and discrimination.
- All managers, supervisors and staff are expected to participate in and positively contribute to the sound corporate governance of SQ. This includes demonstrating a comprehensive appreciation of and commitment to the fundamental principles of corporate governance within which a statutory authority operates.
- Managers and supervisors should lead by example in their understanding of and application to corporate governance activities of SQ, in accordance with appropriate legislative requirements, Board policy and established principles.
- All successful appointees will be responsible and accountable to the extent of "Duty of Care" (Work Health and Safety Act 2011) and required to demonstrate occupational health and safety consciousness, and support and contribute towards risk management initiatives.
- SQ employees are required to adhere to security procedures at all times, support and contribute the effectiveness of protective security measures through security awareness, vigilance and reporting.
- Where a "Working with Children Check" (i.e. Blue Card) is required to be held for this position, the applicant is to provide evidence of either a valid Blue Card or be willing to make application for the card. Volunteers working in any capacity with children or young people, and paid employees who work in regulated employment (i.e. childcare), are required to hold a valid Blue Card before commencing work. For all other positions that require a Blue Card the applicant may commence in the position pending the receipt of a successful check.
- Information submitted by an applicant for this position is subject to the Right to Information Act 2009 and the Information Privacy Act 2009.
- Applications will remain current for a period of 12 months.
- Your application should address your ability to meet the key accountabilities. SQ's "Additional Information for Applicants" will assist you in developing your application.
- Applications should include a current Resume/Curriculum Vitae.



ORGANISATIONAL STRUCTURE

