

Position Description

Digital Engagement and CRM Manager, International Eucharistic Congress

Reporting to:	Director of Marketing and Partnerships
Department:	Marketing, International Eucharistic Congress 2028
Location:	Initially St Martha's, Leichhardt <i>75 Elizabeth St Sydney (first quarter 2027)</i>
Employment Status:	Full-Time to 22 December 2028
Modern Award Coverage and Classification:	Award-Free

The Position:	The Digital Engagement and CRM Manager is responsible for the digital infrastructure, CRM capability, marketing automation, data quality, reporting and audience insight that supports the International Eucharistic Congress (Eucharist28). The role ensures that the website, HubSpot environment, email marketing, data capture, analytics, campaign reporting and digital integrations operate as a coherent and reliable ecosystem. This position is central to audience growth, registration conversion, stakeholder engagement and donor communications. It requires strong HubSpot expertise, sound data management practices and the ability to translate digital performance into actionable insights that support marketing, fundraising, sponsorship, formation and event objectives. The role combines digital platform management, CRM administration, marketing automation and reporting, ensuring a user experience that is accessible, secure and effective throughout the Eucharist28 journey.
Responsibilities:	The Digital Engagement and CRM Manager is accountable for the following: Digital Ecosystem Management • Manage the Eucharist28 digital ecosystem, including the website, CRM, marketing automation, analytics and related platforms. • Ensure digital systems support registrations, stakeholder engagement, fundraising, sponsorship and participant communications. • Maintain digital governance, platform performance, integrations and data quality standards. • Coordinate with vendors and internal stakeholders to optimise digital systems and user experience. CRM Management • Act as the functional lead for HubSpot and CRM operations across Eucharist28. • Develop and maintain CRM capabilities that support audience segmentation, automation, engagement and reporting. • Ensure stakeholder interactions and engagement data are captured accurately and consistently.

- Support audience growth, engagement, conversion and post-event stewardship through effective CRM practices.

Data, Reporting and Insights

- Develop and maintain reporting dashboards and performance metrics across marketing, engagement, registration and fundraising activities.
- Provide insights and recommendations to support decision-making and improve campaign effectiveness.
- Monitor audience engagement, conversion performance and emerging opportunities for growth.

Digital Journeys and Marketing Automation

- Design and optimise digital journeys and automated communications for key audience groups.
- Support personalised engagement based on audience behaviour, interests and participation.
- Ensure digital communications are user-friendly, accessible and aligned with approved messaging.

Website and Digital Content Operations

- Manage the operational performance, content governance and user experience of the Eucharist28 website.
- Coordinate digital content and website updates that support campaign, registration and engagement objectives.
- Monitor website performance, user behaviour and conversion outcomes, implementing improvements where required.

Privacy, Security and Compliance

- Support compliance with privacy, data security and consent requirements.
- Maintain data governance processes, user access controls and data quality standards.
- Identify and escalate system, privacy or data risks through appropriate channels.

Vendor and Platform Coordination

- Manage relationships with digital platform providers and technology vendors.
- Coordinate system enhancements, issue resolution, testing and implementation activities.
- Maintain documentation and processes to support consistent and effective platform use.
- Other duties as requested from time to time

Inter-relationships: The Digital Engagement and CRM Manager interacts with the following internal and external groups:

- Eucharist28 leadership, marketing, formation, programming and event operations teams

	• Website, CRM, analytics and marketing technology providers • Archdiocesan legal, communications, and technology teams • Dioceses, parishes, clergy, schools, religious institutes and Catholic agencies • Sponsors, donors and partner organisations • Registration, volunteer and participant engagement functions • Senior leadership and project governance groups requiring reporting, insights and performance data
Qualifications and Experience:	The ideal Digital Engagement and CRM Manager will have: • Demonstrated proficiency in CRM and marketing automation platforms, particularly HubSpot, including audience segmentation, workflow automation, reporting and data management. • Proven experience administering and optimising CRM platforms, preferably HubSpot, including audience segmentation, workflow automation, reporting and campaign support. • Experience managing websites, digital platforms and integrated marketing technologies. • Demonstrated ability to analyse data, develop reports and provide actionable insights to support decision-making and organisational objectives. • Experience supporting audience growth, digital campaigns, registrations, fundraising or stakeholder engagement initiatives. • Strong understanding of data management principles, including data quality, governance, privacy and compliance requirements. • Experience coordinating external vendors, technology providers and digital projects. • Ability to translate business requirements into practical digital solutions and user-friendly experiences. • Experience working within complex stakeholder environments and managing competing priorities. • Experience supporting large-scale events, campaigns or community engagement initiatives (desirable). • Sound understanding of, or genuine commitment to developing an understanding of, the mission, teachings and life of the Catholic Church. • Tertiary qualifications in Digital Marketing, Information Systems, Business, Data Analytics, Marketing, Communications or a related discipline.
Attributes:	The Digital Engagement and CRM Manager will demonstrate the following attributes: • Highly organised and detail-oriented, with a commitment to data quality, accuracy and continuous improvement. • Strong analytical capability, with the ability to interpret data, identify trends and translate insights into practical recommendations.

- High level of attention to detail and commitment to data quality, accuracy and governance.
- Ability to communicate effectively with both technical specialists and non-technical stakeholders.
- Strong understanding of digital engagement, user journeys, audience growth and conversion principles.
- Sound judgement in managing privacy, security, consent and data governance requirements.
- Well-developed organisational skills, with the ability to manage multiple priorities and meet deadlines in a dynamic environment.
- Calm and adaptable under pressure, particularly during major campaigns, registration periods and event delivery.
- Collaborative and solutions-focused, with a commitment to continuous improvement and service excellence.

Performance Management:

The performance of the Digital Engagement and CRM Manager will be assessed on a regular basis having regard to:

- Achievement of agreed objectives, priorities and deliverables.
- Effectiveness in managing and optimising the Eucharist28 digital ecosystem, including CRM, website and marketing automation platforms.
- Quality, accuracy and integrity of data, reporting and audience insights.
- Contribution to audience growth, stakeholder engagement, registration conversion and digital engagement outcomes.
- Reliability, security and effectiveness of digital platforms, systems and integrations.
- Effectiveness in supporting internal teams through digital solutions, reporting and campaign enablement.
- Compliance with privacy, data governance and organisational requirements.
- Collaboration with internal stakeholders, external vendors and service providers.
- Demonstrated initiative, problem-solving capability and commitment to continuous improvement.
- Commitment to the mission, values and evangelising purpose of the Catholic Church and Eucharist28.

The Archdiocese is wholly committed to ensuring the safety, well-being and dignity of all children and adults at risk, and acknowledges its important legal, moral and spiritual responsibility to create a safe and nurturing environment for those children and adults at risk. The Archdiocese has a zero-tolerance approach to child abuse. Staff are encouraged to read the [Archdiocese Commitment Statement and Safeguarding Policy](#).

Additionally, the Archdiocese is committed to continuous improvement to assess and address the risk of modern slavery in its operations and supply chains and to report annually on these actions in the form of a Modern Slavery Statement.