



## Performance CRM Manager

### Play a major role in growing Australia's most innovative health startup

Kinela is on a mission to radically change healthcare for people with disabilities and older Australians—giving them the tools to live happier, healthier and more independent lives. Through affordable, convenient and nutritious meal-delivery services; and innovative allied health programs (including dietetics, speech pathology and occupational therapy); Kinela supports thousands of customers across Australia to achieve their health and wellbeing goals.

As a certified B Corporation business, and a registered provider in the National Disability Insurance Scheme (NDIS), Kinela is considered an innovative leader, and industry disruptor, in driving significant positive impact for the disability community.

### Your responsibilities

- You are responsible for ensuring that we're using the CRM and associated integrations to their fullest capabilities, and are constantly innovating to improve further
- You build our CRM technical stack by uncovering additional technical capabilities, integrations and data sources
- You engage with third-parties to implement, test, maintain and manage the integrations that boost our multi-channel CRM capabilities
- You ensure the most efficient set-up of email templates and content in the platform
- You work closely with Data teams to create or develop data schema and mapping

### Requirements

This is a rare opportunity for an ambitious CRM specialist looking to develop their career and challenge themselves.

- You ideally have 1-2 years of technical experience in the field of CRM
- You have experience developing and deploying multi-channel messaging via third party service providers
- You develop highly personalised code for CRM content using scripting languages such as JavaScript, HTML, CSS, JSON
- You are able to integrate independent products via APIs
- You know all about Data ecosystems and are able to manage/map data schema for CRM
- You are an excellent communicator, both written and verbal
- You are a critical thinker with creative flair
- You are fluent in English

### Benefits

- Being part of the journey to build a unicorn in the health space
- True ownership, real responsibilities and great opportunities to grow
- Flat hierarchies and a great team spirit
- A for-purpose work culture with a fun, friendly team and supportive environment



### **Apply Now**

Are you the person we've been looking for? Great! Please click "Apply now" to submit your application. Alternatively, if you have any questions or would like to register your interest directly, please contact Lauren Sneddon, Head of Marketing via email: [lauren.sneddon@kinela.com](mailto:lauren.sneddon@kinela.com)