



## POSITION DESCRIPTION

<b>Position Title:</b>	CRM Specialist
<b>Cluster / Business Unit / Division</b>	Commercial Products and Services
<b>Section or Unit:</b>	Integrated Business Planning
<b>Classification:</b>	Band 6
<b>Job Family:</b>	ICT & Digital Solutions
<b>Position Description Number:</b>	PD-2435
<b>Work Contract Type:</b>	Professional
<b>STEMM/NON-STEMM:</b>	STEMM
<b>STEMM CATEGORY:</b>	Technology

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### POSITION PURPOSE

ANSTO has a program of work to transform the breadth of ANSTO's processes, aimed at enhancing the capability of ANSTO's people, improving end-to-end processes, and deploying innovative technology. The program is implementing a new Customer Relationship Management (CRM) solution based on data quality governance and improvement of the prospect-to-customer business processes.

The CRM Specialist will have a critical role in assuring the correct and continued use of the CRM business processes, SAP Cloud for Customer (C4C) solution and maintaining data quality standards. The role will function as the interface between the business and the Information Technology division.

The scope of the role ranges from supplying first level support to users of the CRM process and SAP C4C through to educating new and existing users on best practice, maintaining operating procedures, whilst reporting on benefits realisation.

The CRM Specialist will also take part in the design and lead the implementation of continuous improvements of both process and technology to deliver excellence in customer engagement and relationship management. The CRM Specialist will report to the Demand Manager, Commercial Products and Services.

### ORGANISATIONAL ENVIRONMENT

ANSTO leverages great science to deliver big outcomes. We partner with scientists and engineers and apply new technologies to provide real-world benefits. Our work improves human health, saves lives, builds our industries and protects the environment. ANSTO is the home of Australia's most significant landmark and national infrastructure for research. Thousands of scientists from industry and academia benefit from gaining access to state-of-the-art instruments every year.

The Commercial Products and Services divisions is dedicated to supporting clients in making informed decisions regarding minerals process development, radioactive waste management, and radiation detection and safety. We also manufacture, distribute, and innovate lifesaving nuclear medicine and fulfil more than half the world's demand for NTD irradiated silicon used to power high-end, renewable technology enhancing and maintaining ANSTO's digital facilities for operational reliability and, providing a range of customer services to support ANSTO's research, business activities and projects.

### ACCOUNTABILITIES & RESPONSIBILITIES

#### Key Accountabilities

- Champion and govern the use of ANSTO's end-to-end CRM solution which includes business processes, data management and SAP C4C.

- Foster a culture of business led continuous improvement, working closely with both business and IT to ensure that decision making is led through a business improvement and optimisation lens with alignment to S/4 HANA standard industry practice and business processes.
- Provide support to ANSTO business users to ensure users are following correct Prospect to Customer processes.
- Provide C4C end user support including setting up user access & permissions, troubleshooting software issues and supplying guidance on usage.
- Maintain the C4C solution, including any configurations or remediation of data quality issues to ensure the integrity and value of the end-to-end solution.
- Ensure compliance with ANSTO data retention and access policies.
- Find solutions and enhancements to SAP C4C to improve workflow and efficiency appropriate to address ANSTO's business needs.
- Prepare or maintain documentation, procedure manuals and training courses, as part of rolling out of new or upgraded functionality and systems.
- Onboard new users of the end-to-end CRM solution, including delivering end user training.
- Design and implement monitoring reports to manage data quality and C4C usage.
- Report to the senior leaders on usage, data quality and process adherence, as well as highlighting indications of poor business use of the end-to-end CRM solution.
- Aid in the evaluation & implementation of C4C roadmap and enhancements, in line with ANSTO's IT Roadmap.
- Undertake other duties as required and during periods of leave of other staff.
- Fulfil WHS responsibilities as specified in AG-2362 of the ANSTO WHS system.

### Decision Making

- Review and endorse changes to business processes, data standards, and changes to organisation roles and responsibilities to maintain the value and use of the end-to-end CRM solution.
- Assess C4C features and endorse adoption of new features.
- The levels of authority delegated to this position are those approved and issued by the Chief Executive Officer. All delegations will be in line with the ANSTO Delegation Manual AS-1682 (as amended or replaced).

### Key Challenges

- Engaging stakeholders at all levels and across all business divisions within ANSTO to adopt industry best practice processes and align these processes with C4C standard solutions.
- Operating with a high degree of autonomy in respect to balancing competing and complex work priorities within agreed work plans and being fully accountable for the quality, accuracy, and integrity of the content of advice provided.
- Coordinating and delivering multiple change activities which are often complex and interconnected at various levels.
- Managing complex and sensitive consultations and negotiations with diverse stakeholders, within agreed timelines, given their varying expectations, viewpoints and interests.
- Maintaining data standards and data governance in an operating environment with low levels of data management maturity.

### KEY RELATIONSHIPS

Who	Purpose
<b>Internal</b>	
Demand Manager	<ul style="list-style-type: none"> <li>• Actively contribute to the sustained adoption and use of the Prospect to Customer processes and the C4C solution in accordance with data quality standards.</li> <li>• Supply advice and contribute to decision making.</li> </ul>

Who	Purpose
	<ul style="list-style-type: none"> <li>Identify emerging issues/risks and their implications and propose solutions.</li> <li>Recommend and gain endorsement for improvement to practice or development plans, goals and other initiatives.</li> </ul>
Users of the end-to-end CRM solution	<ul style="list-style-type: none"> <li>Find opportunities and provide advice for business improvement.</li> <li>Resolve issues and supply solutions to problems and any associated risks.</li> <li>Manage and administer changes to processes and adoption of SAP C4C functionality that will realise benefits.</li> <li>Manage expectations of the broader stakeholder group through evolving business requirements and related dependencies.</li> </ul>
ANSTO Senior Leaders and Managers	<ul style="list-style-type: none"> <li>Collaborate with Leaders and Managers to design, exchange information and deciding work priorities.</li> <li>Collaborate to continually improve functional knowledge, build capability, and improve consistency and service quality.</li> <li>Facilitate and collaborate the resolution of process gaps and conflicting business requirements.</li> </ul>
S/4HANA Program	<ul style="list-style-type: none"> <li>Collaborate on the implementation of the S/4HANA program, representing and managing any impacts on the end-to-end CRM solution, including processes and data.</li> <li>Manage the implementation of any changes to CRM solution and data arising from the S/4HANA program.</li> </ul>
Information Technology	<ul style="list-style-type: none"> <li>Work IT teams to maintain the security and sustainability of SAP C4C.</li> <li>Collaborate with IT Teams to manage the future C4C roadmap.</li> <li>Supply 1<sup>st</sup> and 2<sup>nd</sup> level support to end users as part of the ANSTO IT Service Operations framework.</li> </ul>
<b>External</b>	
Stakeholders/Vendors	<ul style="list-style-type: none"> <li>Develop and manage effective relationships to collaborate on SAP C4C and CRM initiatives.</li> <li>Manage the issues or risks from the use of C4C.</li> </ul>

## POSITION DIMENSIONS

Staff Data	
Reporting Line	Reports to the Demand Manager
Direct Reports	Nil
Indirect Reports	Nil

## Special / Physical Requirements

Location:	Lucas Heights Working in different areas of designated site/campus as needed
Travel:	May be required travel from time to time
Physical:	Office based physical requirements (sitting, standing, minimal manual handling, movement around office and site, extended hours working at computer) Presentations / Public speaking
Radiation areas:	May be required to work in radiation areas under tightly regulated conditions

Hours:	Willingness to work extended and varied hours based on operational requirements After hours work may be required for short and infrequent periods
Clearance requirements:	Satisfy ANSTO Security and Medical clearance requirements

<b>Workplace Health &amp; Safety</b>	
Specific role/s as specified in AP-2362 of the ANSTO WHS Management System	All Workers Other specialised roles identified within the guideline a position holder may be allocated to in the course of their duties

## ORGANISATIONAL CHART

On file

## KNOWLEDGE, SKILLS AND EXPERIENCE

1. Degree in Information Technology, Computer Science or equivalent work experience.
2. Minimum 3 years' experience as an SAP C4C functional consultant or in SAP C4C systems implementations.
3. Certification in SAP C4C is desirable.
4. Strong knowledge of Prospect to Customer business processes.
5. Excellent communications and facilitation skills including ability to influence and manage customer expectations.
6. Repeated experience in translating user requirements into process and C4C solutions.
7. Firsthand experience in configuring and testing CRM solutions.
8. Excellence in guiding, influencing, and educating business teams in the use of Prospect to Customer processes and in C4C functionality.
9. Proven practice in collaborating with senior leaders in a complex organisation environment.
10. Knowledge of application management processes such as ITIL.
11. Experience in consulting with technology vendors and IT teams in support of patches and version upgrades.
12. Working knowledge of continuous improvement frameworks.
13. Working knowledge of benefits realisation frameworks.

## VERIFICATION

This section verifies that the line manager and appropriate senior manager/executive confirm that this is a true and accurate reflection of the position.

<b>Line Manager</b>		<b>Delegated Authority</b>	
Name:	Cornelia Boonstra	Name:	Oleh Nakone
Title:	Demand Manager	Title:	Group Executive Commercial Products and Services
Signature:		Signature:	
Date:		Date:	