



---

# *Marketing Cloud Specialist*

## Position Outline





# *The Lifestyle Story...*



**2003**

James Kelly, Dael Perlov and Bruce Carter developed a business plan



**2004**

Development of our first community at Brookfield –  
Opened in June 2005



**2007**

Listed on the Australian Stock Exchange



**2012**

Major capital raising of \$36m

Since beginning Lifestyle Communities in 2003, our mission has always been to enable working, semi-retired and retired people over 50 to enjoy affordable luxury living in a secure community setting, while having the freedom to enjoy new possibilities with greater peace of mind.

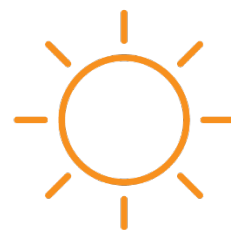
Our first community was at Brookfield in Melton, and over the years we have kept improving on what we do based on the feedback from our customers and homeowners. We have grown the business on two key adages;

1. “You never get a second chance at a first impression” and we ensure that whether it is the look of our communities or the service we deliver, our customers always get a fantastic first impression.
2. “A customer may forget what you told them, but they will never forget how you made them feel”. We want to make every customer touchpoint an amazing experience, one that they will remember and recall with friends and family. We want to ensure that their experience living in a Lifestyle Community is an extremely positive one.

These two adages have been the key enabler of our growth and success over the years, and will become even more important as we develop and grow.



# Our Purpose



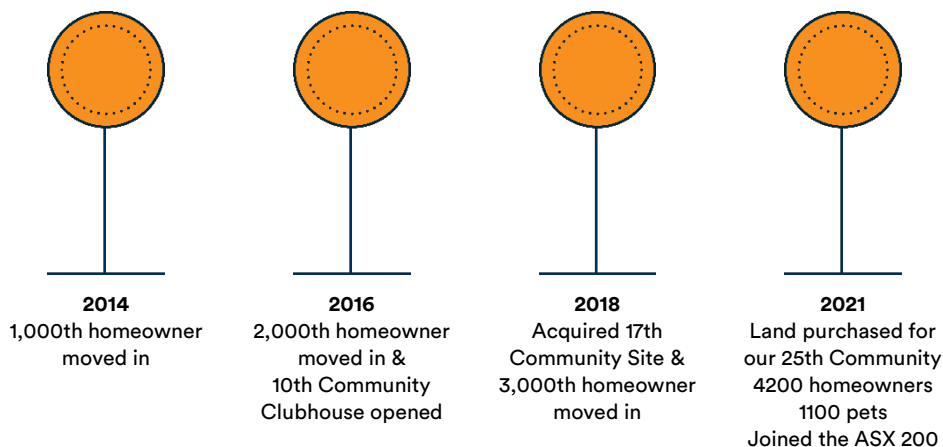
We're champions for facilitating a bigger, more enhanced life for our homeowners. A cohort of like-minded retired, semi-retired and working downsizers who belong to a generation that's seen more change than any before; and possibly any to come.

We **build** communities because our homeowners have worked hard for what they have and they deserve affordable, beautifully-designed and low maintenance homes in concert with best-in-class amenities. We **create** communities because our homeowners haven't given up on returning to a time when they built strong communities around their own homes. We **nurture** the homeowners within our communities because they seek a space that's truly their own, that strikes the perfect balance between connection and privacy; independence and activity.

Like us, our homeowners rail against an earnestly bland existence or disappearing into a sea of sameness; the one-size-fits all approach that places limitations on what's possible. Which is why we actively listen to them; to their hopes for now and their dreams for the future, so the next time they ask, "what's next?" we've already been busy reimagining.

But, most of all, we champion bigger, more enhanced lives for our homeowners because we know that reducing their property footprint takes a giant leap of faith. This is why we believe it's a privilege to walk alongside them as they elevate the next phase of their lives.

Like us, we believe they're just getting started.  
After all, they're the generation of change. And they're not done yet.



# Role Summary

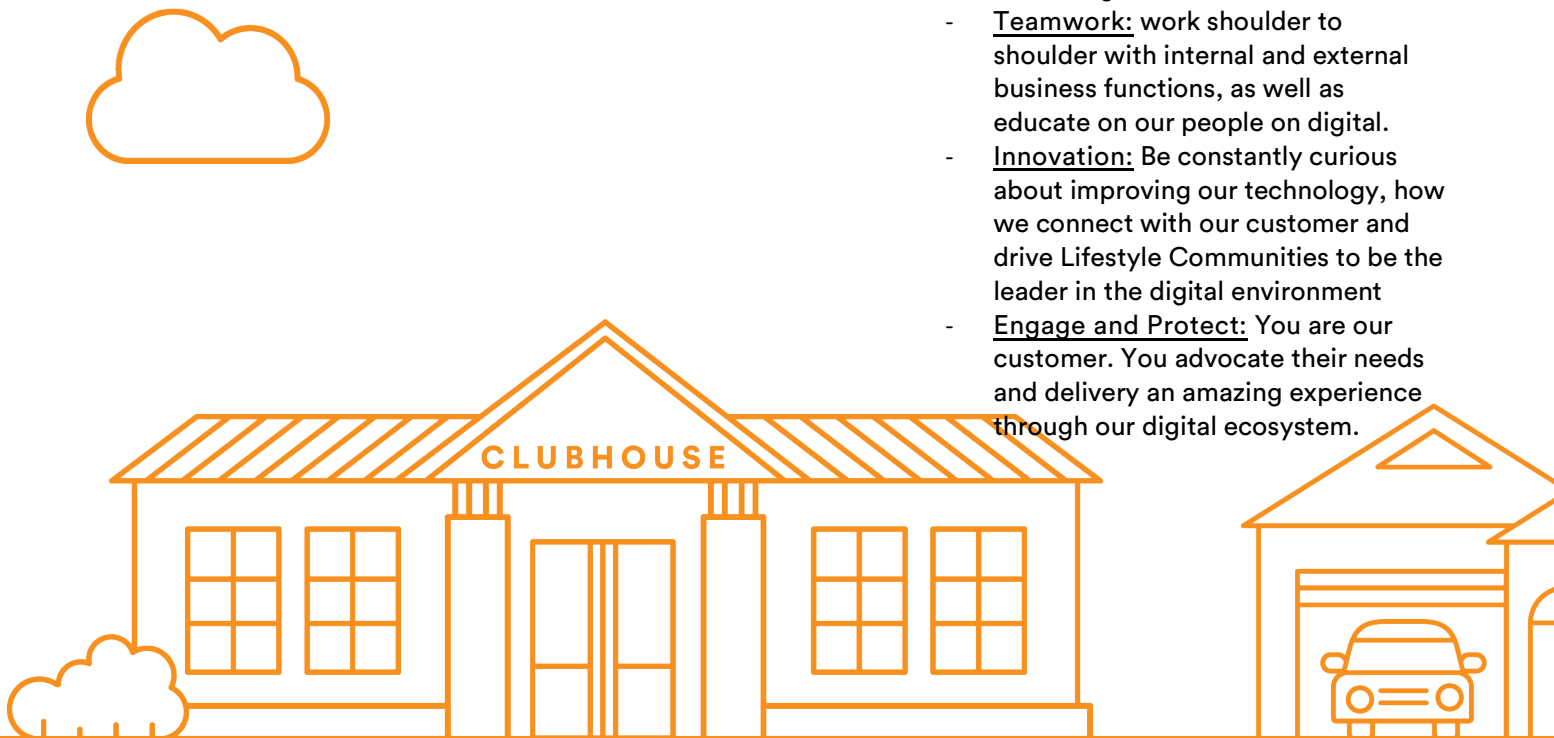
As the Marketing Cloud Specialist, you will be responsible for the day-to-day activity across Lifestyle Communities Email & Content Marketing.

Developing the latest strategies across various technologies including Salesforce Marketing Cloud suite & Native Marketing partners, you will increase our marketable pool, sales leads, Email marketing & automations in the digital environment.

You'll drive our EDM & Content marketing strategy to grow our brand presence, whilst ensuring we deliver the highest quality lead, that is well nurtured throughout their journey with Lifestyle Communities.

There are four key pillars of the role:

- Accountability: Drive the end-to-end delivery of digital marketing campaigns for the full portfolio of our communities using Email & Content marketing
- Teamwork: work shoulder to shoulder with internal and external business functions, as well as educate on our people on digital.
- Innovation: Be constantly curious about improving our technology, how we connect with our customer and drive Lifestyle Communities to be the leader in the digital environment
- Engage and Protect: You are our customer. You advocate their needs and delivery an amazing experience through our digital ecosystem.



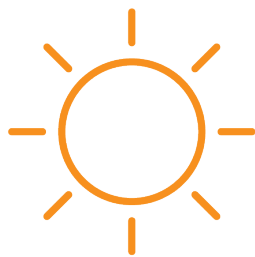
# Who Am I?

I am a **passionate** person that really enjoys working in a highly engaged and supportive environment to deliver **amazing** service to our team and customers. I have an absolute **passion** about customer service and believe that delivering amazing customer service should be in every business' ethos.

I have **high empathy** and can put myself in the shoes of team members and our homeowners to understand their needs and how to provide an experience that exceeds their expectations.

I have **high EQ** and my working style is one of **collaboration** and **consultation**. I see this role as both **challenging** and **rewarding**.

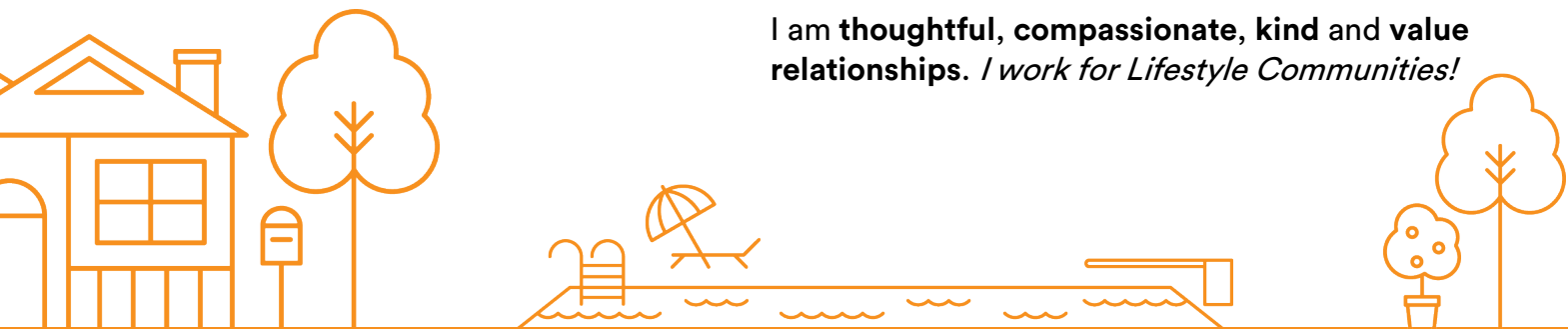
I am eager to grow my skill set whilst at the same time using my experience to achieve and drive results and **make a real difference**.





I continually seek to improve the overall experience for our team members and homeowners. I am excited to **think outside of the box** and constructively challenge the business to be exceptional in all that we do.

I treat everyone with **respect** and show humility in all interactions. I believe that Lifestyle Communities makes a real difference to our customers lives and I work to ensure that I can also make a difference to what we do and the service and product we deliver.

I am **thoughtful, compassionate, kind** and **value relationships**. *I work for Lifestyle Communities!*





Our customer  
is our **only truth**

Do it from  
the heart

**Own it,  
sort it**

Play as  
a team

Deliver.  
Delight.  
**Everyday**

Be constantly  
curious

## *Our Values*

Our values drive all our interactions with our customer.

We know that by living these values we can deliver excellent customer service to all stakeholders and believe that these values differentiate us from other operators in this sector.

POSITION TITLE	Marketing Cloud Specialist
REPORTS TO	Digital Marketing Manager
DIRECT REPORTS	N/A
LOCATION	Support Office Level 1, 9-17 Raglan Street, South Melbourne VIC 3205  Travel to Lifestyle Communities throughout Victoria, as required.
EMPLOYMENT TYPE	Full Time
DEPARTMENT	Digital Marketing Team
KEY RELATIONSHIPS	
INTERNAL	<ul style="list-style-type: none"><li>✓ Marketing Team</li><li>✓ Sales Team</li><li>✓ Homeowner Experience Team</li><li>✓ Community Managers</li><li>✓ Managing Director</li></ul>
EXTERNAL	<ul style="list-style-type: none"><li>✓ Our Homeowners</li><li>✓ Potential Homeowners</li><li>✓ Media Agencies</li><li>✓ Other creative agencies / suppliers</li></ul>

# Marketing Cloud Specialist

## KEY TASKS / DELIVERABLES

## WHAT WILL SUCCESS WILL LOOK LIKE?

### MARKETING STRATEGY

- ✓ Create, execute and optimise automated campaigns within Salesforce Marketing Cloud across the homeowner lifecycle that build a strong brand and product awareness and increases customers interactions with our sales team.

- ✓ Increased interaction with Lifestyle Communities suite of digital assets that identify and drive increased opportunities to our sales team.

### CONTENT STRATEGY

- ✓ Create and execute content strategies that drive website visitation, that connects with our customers in the digital environment and enhances the Lifestyle brand and product offering.

- ✓ Increased website visitation that drives growth of our marketable pool (EDM Database, Social Media communities, Re-targeting Audience sizes) in our key demographic.
- ✓ Accurate and timely delivery of content that improves organic traffic.

### WEBSITE

- ✓ Active involvement in the development and performance improvement of any Lifestyle Communities website(s).
- ✓ Update and optimize website content to support all development activities and ensure high level accuracy.

- ✓ Increasing website visitation & total pages per visit whilst decreasing bounce rate per acquisition channel.
- ✓ Improved volume of quality leads to our Sales Team.

### LEAD SCORING

- ✓ Develop a robust lead scoring strategy to identify high quality enquirers using the Marketing Cloud suite and deliver to the Sales team to drive conversion

- ✓ Increased Lead to Appointment conversion rate.

### LEARNING

- ✓ Stay up to date with the latest digital technology and marketing trends and ensure Lifestyle Communities is continuing to challenge the norm with our strategy & activity.
- ✓ Communicate to the wider business, the “what and why” of our digital activity.

- ✓ Engagement and ongoing knowledge of the wider Lifestyle Communities team of digital marketing activity and success measurements improves.



# Marketing Cloud Specialist

## ADVOCATE

- ✓ Ensure that every decision we make, every activity and every touch point in the digital environment, is appropriate to our customer. You are the first & last line of defence to suitability.
- ✓ Increased review scores
- ✓ Improved performance of all digital marketing.
- ✓ Above target conversion rates for the sales team.



## What will *success* feel like for you?

In addition to fulfilling the requirements listed in this position outline, you will be **inspired** and **challenged**, and your learning curve will be steep. You will genuinely believe in the purpose of the business, and you will wake up eager to start the working day where your contributions are valued and rewarded.

### THE KEY CHALLENGES OF THIS ROLE:

Be part of a high-performing Digital Marketing team that thrives on:

- ✓ Ensuring the timely delivery of all digital activity that continues to educate and motivate our customers to engage with our brand, communities, and sales teams.
- ✓ Establishing the Lifestyle Communities brand as Victoria's number 1 choice for downsizers in the digital environment.
- ✓ Maintaining curiosity and endeavour on behalf of our customer, advocating for them at all times and ensuring all activity is suitable for them.

# OUR ASK OF



# YOU

# ?

We have a strong history up to today and we need passionate, motivated and entrepreneurial team members to challenge the status quo.

By joining the Lifestyle Communities team, you are committing to give it your all, live our values, take some risk and make a difference.  
That is all we ask.

I understand the key deliverables and values of Lifestyle Communities, and will execute my role as **Marketing Cloud Specialist** to reflect this position outline.

---

Signature