

POSITION DESCRIPTION

Position Title	CRM Platform Lead		
Organisational Unit	Information Technology		
Functional Unit	Digital Innovation and Change		
Nominated Supervisor	National Manager, Digital Innovation and Change		
Classification	HEW 9		
CDF Level	CDF ₂ L	Position Number	10613518
Attendance Type	Full Time	Date reviewed	26-JUN-2026

ABOUT AUSTRALIAN CATHOLIC UNIVERSITY

ACU has a bold vision for its future. Our Vision 2033 is our landmark statement of strategic direction for ACU's mission as a Catholic university to constitute a 'Christian presence in the university world confronting the great problems of society and culture'. Our mission is to help shape the coming generations in Australia and beyond, by enabling flourishing lives, fostering thriving communities, and building a more ethical future.

Our Catholic mission informs everything we do – challenging us to respect the dignity of the human person, serve the common good, and embed ethical and social justice considerations throughout our teaching and research. We strive to live our core values of truth, excellence, and service.

We are a publicly funded university, and while we are young, we have grown significantly and we and we are making our mark: we are one of the largest university contributors to the care economy in Australia and rank among the top universities worldwide. We have seven campuses around Australia, more than 200 partner universities on six continents, and a campus in Rome, Italy.

We prioritise our staff, supporting their growth with a positive culture, generous leave, and flexible work arrangements. We invite all staff to engage with our mission in whatever way is most meaningful to them – whether as Catholics, as members of other churches and faiths, or as people with no religious affiliation but who are willing to embrace our vision, mission and strategic direction. We continue to invest in our facilities and workplaces and actively involve staff in shaping the future direction of the organisation.

For further information about the university please refer to ACU's [organisational structure](#).

ABOUT INFORMATION TECHNOLOGY

Operating within the ACU's Corporate Services Portfolio, the Information Technology Directorate's core purpose is to deliver and manage the technology capabilities required to enable learning, teaching, research and business support functions across ACU to achieve their strategic and operational objectives and to foster a culture of digital innovation that enables the advancement of ACU's offer and execution, student experiences, and its industry partnerships.

The Information Technology Directorate is led by the Chief Information and Digital Officer (CIDO) and a leadership team of five direct reports, each representing distinct areas of focus required to realise its purpose, PD_CRM Platform Lead

namely, Enterprise Capabilities, Data Excellence, Cyber Security, Service Delivery, and Digital Innovation & Change.

ABOUT DIGITAL INNOVATION AND EMERGING TECHNOLOGY

Digital Innovation and Emerging Technology at ACU plays the role of bridging academic mission, institutional strategy, and information technology by identifying, experimenting with, and scaling new digital capabilities that enhance teaching, research, and operations. It operates as a forward-looking function within IT, working collaboratively across faculties, business units, and central services to explore emerging technologies-such as AI, data platforms, immersive learning tools, and automation-while translating them into practical, ethical, and sustainable solutions.

Rather than focusing solely on day-to-day service delivery, this function scans the technology landscape, pilots innovative use cases, manages risk, and embeds successful innovations into enterprise systems and ways of working, ensuring the university remains adaptable, student centred, and competitive in a rapidly evolving digital environment.

POSITION PURPOSE

The CRM Platform Lead, drives the implementation, governance, and continuous evolution of ACU's CRM ecosystem. Leading a specialist multidisciplinary team, the CRM Platform Lead influences outcomes that align with ACU's Student Success Plan for Student Experience and ACU's Vision 2033 Strategy and delivers exceptional staff experience.

You will be immersed in an AI ready culture and will bring your AI skills to ensure all technology decisions are appropriately AI enabled.

In addition to managing the platform, the Platform Lead architects the roadmap to shape how ACU engages with students and staff and leads complex delivery programs spanning internal teams and external partners.

KEY RESPONSIBILITIES

Introduction

A number of frameworks and standards express the University's expectations of the conduct, capability, participation and contribution of staff. These are listed below:

- [ACU's Vision 2033](#)
- [Catholic Identity and Mission](#)
- [Code of Conduct for all staff](#)
- [ACU Capability Development Framework](#)
- [ACU Staff Enterprise Agreement 2022-2025](#)
- [ACU Staff Reconciliation Action Plan](#)

The [Capability Development Framework](#) describes the core competencies needed in all ACU staff to achieve the university's strategy and supports its mission.

Responsibility	Scope
Drive the implementation and continuous evolution of CRM initiatives aligned to ACU's digital strategy, delivering measurable business value across the university.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Establish and maintain governance frameworks, prioritisation mechanisms, and roadmap management to balance competing stakeholder demands and organisational priorities.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Build strong partnerships with business and technology stakeholders to define requirements, manage expectations, and ensure CRM solutions align with real user needs and service outcomes.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Lead and coordinate a multidisciplinary CRM team of developers, engineers, and administrators, including external vendors and partners, ensuring effective delivery of platform enhancements, releases, and operational support.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Identify opportunities to improve CRM processes, data quality, and system capability to enhance customer engagement effectiveness across the university.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Work closely with the Lead Architect to ensure CRM solutions align with enterprise architecture standards, integration patterns, and long-term technical strategy.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Develop and maintain the CRM roadmap, providing regular reporting on performance, outcomes, and progress to senior stakeholders and executive leadership.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Champion user-centric design principles, ensuring CRM solutions are intuitive, effective, and successfully adopted across the university.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University
Develop team capability, foster a culture of collaboration, and promote continuous learning within the CRM team and broader digital function.	The position contributes to activities; outcomes and goals; that are implemented and have impact across the University

HOW THE ROLE OPERATES

The position manages complex; difficult or challenging matters/issues/tasks on a regular basis; These matters are often impacted by internal/external factors (technical; policies and procedures; industrial; funding; academic).
The position is expected to demonstrate critical thinking to make recommendations; to meet changing demands; and provide business aligned solutions.
The position seeks and creates business opportunities for the organisation by liaising with a range of external stakeholders.
The position manages a geographically dispersed team.

SELECTION CRITERIA

Qualifications, skills, knowledge and experience:	• Qualification - Relevant tertiary qualification in Information Technology, Business, or a related discipline. Microsoft Dynamics 365 certifications or equivalent CRM platform credentials would be highly regarded. • Experience - Proven extensive experience leading CRM or enterprise system programs, including Microsoft Dynamics, ServiceNow or a comparable platform. • Experience - Demonstrated ability to lead cross-functional and geographically dispersed teams, including external vendors and partners. • Knowledge - Demonstrated understanding and delivery of CRM platforms, customer engagement strategy, and digital service delivery models. • Experience - Experience translating complex business requirements into scalable technical solutions. • Knowledge - Solid knowledge of Agile, DevOps, or equivalent software delivery methodologies. • Knowledge - Understanding of enterprise architecture, integration patterns, and system interoperability. • Skill - Outstanding communication, influencing, and negotiation skills, equally effective with technical teams and executive stakeholders. • Experience - Experience in a higher education, government, or a large-scale enterprise environment would be an advantage. • Experience - A demonstrated track record of driving successful digital transformation and change management programs would be highly regarded.
Core Competencies:	• Demonstrate confidence and courage in achieving ACU's Mission, Vision and Values by connecting the purpose of one's work to ACU's Mission, Vision and Values. • Understand the business environment in which ACU operates and adopt a university-wide point of view to seize opportunities and improve commercial viability. • Keep stakeholder interest at the core of ACU business decisions and ACU service excellence as a top priority. • Work collaboratively internally and externally to ACU to capitalise on all available expertise in pursuit of excellence. • Coach and develop self and others through setting clear expectations, managing performance and developing required capabilities to establish a culture of learning and improvement.
Essential Attributes:	Demonstrated commitment to cultural diversity and ethical practice principles and demonstrated knowledge of equal employment opportunity and workplace health and safety, appropriate to the level of the appointment.
Working with Children and vulnerable adults check	This role does not require a Working with Children Check.

Pre-employment declaration and background check	Preferred candidates will be required to complete mandatory pre-employment declarations and background checks, including those related to gender-based violence and foreign interference, in line with ACU's compliance requirements.
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REPORTING RELATIONSHIPS

For further information about the structure of the University, refer to the Organisation Chart

<https://www.acu.edu.au/about-acu/leadership-and-governance/leadership/organisational-structure>