

# SMS CRM Developer

## HEP Level 7

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### POSITION DETAILS

<b>Position Number:</b>	Insert 000000
<b>Organisational Unit:</b>	Digital Campus Services
<b>Position Report To:</b>	Engagement and Delivery Lead Sx Domain

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### OVERALL PURPOSE

The SMS Developer – CRM & Enterprise Applications provides configuration, custom development, integration, and production support for Victoria University’s Enterprise CRM ecosystem, primarily Oracle Service Cloud and related platforms (Marketing Cloud, Engagement Cloud, Blue Leap, and associated tools).

The role also contributes generalist software development capability across ITS, supporting full-stack development, API integration, automation, and enhancements across a range of enterprise systems including CRM, ERP, and student lifecycle platforms.

The position ensures stable, secure, and high-quality digital services that support Admissions, Recruitment, Student Contact Centre operations, and broader student-facing functions.

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### ORGANISATIONAL CONTEXT AND RELATIONSHIPS

#### About Digital and Campus Services

Victoria University’s Digital and Campus Services portfolio Group is focused on high quality customer engagement with a service excellence and innovation mindset, implementing process enhancements that will drive better outcomes for students, staff and our extended community as we seek to be relentlessly customer centric.

Digital and Campus Services is responsible for modernising technology platforms and the University’s infrastructure on a comprehensive scale to ensure VU is a thriving place to study and work. Working closely with our customers and suppliers, we provide workforce solutions in areas including infrastructure, data, application development, digital solutions and innovation.

This portfolio includes:

- ◆ Enabling Technology
- ◆ Office of the Chief Information Security Officer (CISO)
- ◆ Business Partnering and Governance
- ◆ Estate Management and Campus Security
- ◆ Campus Services
- ◆ AI Technology and Delivery

**Within the University, the position works closely with:**

- The Student Experience (Sx Domain) team and the broader Enterprise Applications group
- Engagement and Delivery Lead Sx Domain, scrum master and Senior Manager, Enterprise Applications
- Student Services (Contact Centre, VUHQ, Student Advising, Student Wellbeing)
- Student Administration (BS&R, Admissions)
- Marketing Services
- Other DCS teams including Integration, Infrastructure, Cybersecurity, and PMO

**Outside the University, the position liaises with:**

- Oracle and other CRM/ERP vendors
- Third-party suppliers providing technical services, integrations, or platform support

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## LOCATION/CAMPUS

The position is currently located at the Footscray Park Campus of the University. The position and incumbent may be relocated to any other existing or future University work locations where it conducts its operations.

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## KEY CAPABILITIES

Victoria University is committed to building core capability across VU through investment in our staff, our systems and our processes. We will develop the capabilities of our staff to:

**Deliver** – Excellence Results-driven, accountability, problem solving focus.

**Engage** – Customer service mind-set internally, externally and particularly for students.

**Collaborate and Partner** – Build successful relationships, communicate effectively, influence and negotiate.

**Innovate** – Entrepreneurship, growth, continuous improvement, digital transformation.

**Lead** – Inspire direction, lead change, manage and develop people.

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## **OUR ORGANISATION**

Victoria University (VU) is a dual sector (higher education and TAFE) tertiary institution based in Melbourne, Australia. VU has academic colleges, each covering a broad discipline of study, and several research institutes and research centres. The University has campuses in Melbourne's CBD and western region, and a campus in Sydney and Brisbane. It also offers courses at partner institutions throughout Asia. Over 40,000 students, including around 14,000 international students, study VU courses worldwide. In 2016, VU celebrated its 25th anniversary as a university, which also marked its 100 years as an educational institution.

### **Commitment to Protecting Country:**

Victoria University honours its deep diversity as a foundation for collaboration and social progress. We will demonstrate sensitivity in respecting First Nation perspectives. We will ensure that we respect our Indigenous voices and commit to sustainable Protecting Country. We will take leadership responsibility, in all that we do, to improve the health and wellbeing of our local and global communities, and the planet that we share.

### **Commitment to Diversity and Inclusion at VU:**

Victoria University believes that diversity of the workforce adds value to the University and creates a stronger, richer working environment for everyone. We are committed to making reasonable adjustments to ensure that our employees have positive, barrier-free work environments that accommodate their access needs. Employees who require adjustments are encouraged to discuss their needs with their line manager.

**The University is a Child Safe organisation. The incumbent in this role will be required to hold a current Working with Children Check (WWCC).**

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## **MAJOR TASKS AND ACCOUNTABILITIES**

### **◆ CRM Platform Development & Support**

- Configure and customise Oracle Service Cloud and related CRM components to meet business requirements.
- Install, maintain, and support custom components, extensions, and integrations.
- Manage production and non-production environments, ensuring stability, performance, and compliance.

- Provide technical consultation to business teams on CRM capabilities, workflows, and new initiatives.
- Deliver production support by diagnosing and resolving incidents, defects, and service requests
- ◆ **Generalist Software Development**
  - Develop full-stack solutions using modern programming languages, frameworks, and tools (e.g., JavaScript/TypeScript, Python, .NET, Java).
  - Build and maintain APIs, microservices, and integration components using REST, SOAP, middleware, or integration platforms.
  - Contribute to development across ERP, CRM, and enterprise applications as required.
  - Apply secure coding practices, version control (Git), and CI/CD pipelines.
- ◆ **Integration & Data Services**
  - Develop and support integrations between CRM and other enterprise systems (e.g., Student Management, ERP, Identity systems).
  - Work with Integration teams to ensure data quality, synchronisation, and reliability.
  - Support data migration, transformation, and automation activities.
- ◆ **Continuous Improvement & Technical Leadership**
  - Identify opportunities to optimise processes, reduce manual effort, and improve system performance.
  - Contribute to technical design, documentation, and architectural discussions.
  - Support training needs, licence renewals, and cost projections.
  - Participate in Agile delivery teams and cross-functional project groups.

## TYPICAL/MAJOR CHALLENGES

- ◆ Working with Student Services and Student Administration, and DCS PMO to resolve time-sensitive operational issues.
- ◆ Integrating CRM services with multiple enterprise systems in a complex environment.
- ◆ Balancing concurrent project and operational workloads.
- ◆ Keeping pace with evolving CRM, ERP, and cloud technologies.
- ◆ Ensuring high-quality documentation, testing, and compliance with development standards.

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## LEVEL OF SUPERVISION

**(This section is not editable; it is set in accordance with to Schedule C of the Victoria University Enterprise Agreement. Insert statement from applicable description guide)**

- ◆ Operates under general direction from the Engagement and Delivery Lead Sx Domain
- ◆ Works under broad guidance from the Senior Manager, Enterprise Applications regarding standards and processes

- ◆ May provide guidance to other staff but does not hold primary leadership or management responsibility.
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## PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

- ◆ Strong understanding of CRM platforms, particularly Oracle Service Cloud, Marketing Cloud, and Engagement Cloud.
  - ◆ Knowledge of enterprise application development, integration patterns, and cloud-based architectures.
  - ◆ Understanding of university operations, student lifecycle processes, and service delivery models.
  - ◆ Awareness of governance, quality assurance, and compliance requirements.
  - ◆ Understanding of both Higher Education and TAFE sector needs is desirable.
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## KEY SELECTION CRITERIA (KSC)

### Essential:

1. Relevant postgraduate qualifications or progress toward postgraduate study, or equivalent experience in software development and enterprise applications.
2. Demonstrated experience configuring and customising Oracle Service Cloud, including workspaces, workflows, and reporting.
3. Experience in UX design and user-centred configuration for business applications.
4. Ability to understand business requirements and implement CRM modules, including integration with tools such as Oracle Policy Automation (OPA).
5. Demonstrated full-stack development capability using modern languages, frameworks, and development tools.
6. Experience developing APIs, integrations, and automation solutions across enterprise systems.
7. Ability to work across multiple projects concurrently and meet deadlines.
8. Strong technical writing skills and ability to produce high-quality documentation.
9. Strong interpersonal, verbal, and written communication skills, with the ability to work effectively in small teams.
10. Demonstrated understanding of OHS, safe work practices, and commitment to VU's values (Access, Excellence, Respect; Engagement, Collegiality, Courage).

### Desirable:

1. Development experience in Higher Education or Vocational Education sectors.
2. Experience with additional Oracle ecosystem components or other CRM/ERP platforms (e.g., Salesforce, Dynamics, Ellucian, TechnologyOne).
3. Experience with DevOps practices, CI/CD pipelines, and cloud platforms (AWS, Azure, OCI).

## Pre-Employment Requirement

- Provision of evidence of a valid Working with Children Check
  - Evidence of eligibility to work in Australia including evidence that any required immigration visas have been obtained
  - All VU Employees must provide response to the University's Gender Base Violence Pre-screening Questionnaire
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### P&C Use Only:

<b>Date Updated</b>	25/05/2026	<b>Date Classified</b>	00/00/0000
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