



Marketing Intelligence & CRM Manager

Reports to: Marketing Director

Location: London (Bethnal Green)

Hours: Mon-Fri 09.30 – 17.30
Permanent Contract

The Role:

This is a fantastic opportunity for an experienced Marketing Intelligence and CRM Manager to provide business intelligence, market research, audience development and data management in order to drive maximum value to the company's global growth targets.

Working very closely to the Marketing Director, you will support the decision-making process by providing actionable insights from data, monitoring competitors and markets, to identify business growth opportunities. You will be responsible for developing a product-audience growth matrix and building single audience view.

We're looking for someone who is passionate about analysing large data sets and a wide range of analytical tools and techniques. We have big ambitions. We hope you do too.

Job Objectives:

To drive overall marketing effectiveness by analysing marketing and competitor activities, organising research projects and interrogating the results, identifying and managing our key audience groups, help key stakeholders better understand what really drives revenue from a customer perspective, improving data quality and managing data integrity.

Key Responsibilities:

- Work with various size of data sets from multiple sources for driving actionable insights, trends, ROI, ROAS, correlations and brand activity analysis
- Define, develop and manage audience segmentation, profiling and personas
- Develop growth strategies for customer acquisition, customer journeys and customer retention to drive uplift in engagement and sales revenue

- Design processes for consistently and regularly capturing, analysing and reporting customer feedback
- Identify 'value-added-in-the-eyes-of-customer' areas
- Roll-out competitor, market and audience research projects
- Test and refine the end-to-end customer contact strategy
- Review customer segmentation, lead scoring and lead nurturing ecosystems to stabilize sales funnel conversion
- Develop a year-round CRM data management plan
- Implement processes for maintaining and improving data quality and integrity

Skills/Experience:

- A minimum of 4+ years experience in a senior manager position, in a marketing or e-commerce role, whereby you have been responsible for leveraging commercial insights and customer growth.
- Experience with both quantitative and qualitative analysis as well as marketing methods such as Gap Analysis
- The ability to build clear insights and deliver 'confident' and informative presentations from a variety of sources, including in-house data as well as industry sources
- Experience and proven track record of translating strategic goals into operating models and delivering applications, systems and processes
- A sound knowledge of Salesforce

Person:

- A confident and articulate communicator
- Ability to produce a high level of data accuracy
- Tech-savvy
- Accurate and attentive to detail
- Creative problem solver
- Self-starter and pro-active
- Organised and efficient
- Flexible approach to work
- Ability to manage multiple tasks in a fast-paced, deadline-driven environment
- An interest in the creative industries is desirable

In order to comply with the Prevention of Illegal Working, Immigration, Asylum and Nationality Act, you will need to provide appropriate documentation that proves that you are eligible to work in the UK.

D&AD is committed to a policy of Equal Opportunity and Diversity. It is our commitment that no member of staff or job applicant will be treated less favourably on the grounds of their sex, marital or parental status, race, colour, nationality, religion, belief, disability, age, sexual orientation or gender reassignment.