



## CRM Manager

Reports to: Marketing Director

Location: London (Shoreditch)

Hours: Monday-Friday, 9:30am-5:30pm, Full-time Permanent

### **The Role:**

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

You will support the marketing team by providing actionable insights from customer data, owning our CRM strategy and direct communications calendar, and by monitoring competitors and markets to identify business growth opportunities. You will be responsible for developing a product-audience growth matrix, CRM roadmaps and communications plans, identifying and implementing opportunities for automation and building a single customer view.

Equipped with a solid understanding of Salesforce, MailChimp (or other similar ESP), and knowledge of data management platforms, you will own, optimise and manage the execution of CRM campaigns, working closely with the data and marketing teams to understand customer behaviour and use this knowledge to bring to life a range of opportunities that exist within the database. This will include developing a range of customer life cycle campaigns and working hand-in-hand with different product owners to oversee the delivery and on-going optimisation of global CRM campaigns.

### **Key Responsibilities:**

- Defining and owning the CRM strategy
- Identifying audience segments and developing and defining customer profiles and personas across the key areas of the business
- Mapping customer journeys across all touchpoints
- Increasing customer value, loyalty and profitability through customisable and personalised solutions
- Working with the Digital and Marketing teams to make the best platform recommendations, including the introduction of a DMP to our digital and data ecosystem
- Developing and implementing segmentation, content and delivery of global email programmes
- Testing and tracking the end-to-end customer contact strategy
- Reporting, analysing and evaluating the impact of our campaigns using data from the ESP, CRM, DMP and Google Analytics to provide actionable insights, trends, ROI, ROAS, correlations and brand activity analysis to drive business growth
- Ensuring email marketing and customer data is compliant with all FCA regulations and UK/EU data laws and policies
- 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
- Review customer segmentation, lead scoring and lead nurturing ecosystems to stabilise sales funnel conversion
- Develop a year-round CRM data management plan
- Implement processes for maintaining and improving data quality and integrity

**Skills / Experience:**

- 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 and automating systems and processes
- A sound knowledge of Salesforce
- Experience implementing data management platforms into the marketing and audience data mix
- Experience building emails in MailChimp or other similar ESP and rendering across multiple devices and providers
- Clear copywriting ability - you'll be constructing emails in line with brand guidelines and tone of voice
- Attention to detail and organisation is crucial
- A proven ability to manage workflow & stakeholders
- Experience of Google Analytics & reporting email success

**Person:**

- A confident and articulate communicator
- Numerate and analytical with the 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.