



Role Purpose:

Partnering closely with the Senior CRM Marketing Manager, this role will focus on the end-to-end delivery and optimisation of CRM campaigns using data and insight to understand campaign performance, identify the drivers behind results, and continuously enhance targeting, personalisation, and conversion strategies to ensure alignment with the trading plan and budget.

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Function / Business Unit: Customer Team

Location: Head Office

Reporting Line: Senior CRM Marketing Manager

Budget Responsibility: Yes

Team Management: NA

Key Accountabilities / Responsibilities:

Campaign Oversight and Multi-Channel

Deployment: Own end-to-end campaign lifecycles, with a focus on enhancing CRM performance, in collaboration with the Senior CRM Marketing Manager. This includes developing, producing, and deploying multi-channel initiatives across Email, Push notifications, and Direct Mail, while actively managing and reporting on key topline metrics.

Performance Reporting & Insight: Report on performance and derive actionable insights from CRM campaign data. Analyze the results to understand the underlying causes ("the why") and proactively propose strategic improvements ("the how") based on these findings. Leverage data and insights to inform segmentation, targeting, and personalisation strategies, maximising the effectiveness and return on investment of all CRM campaigns.

Testing and learning: Develop and execute a robust A/B testing strategy to continuously enhance and optimize key performance indicators such as click-through rates (CTRs), and conversion metrics throughout the user journey.

Platform Expertise: Serve as a "Super User" for our core marketing technology stack, including Bloomreach, Movable Ink, and Ecrebo. Actively

Behaviours:

Teamwork and Collaboration: Effectively collaborates across departments, understanding the importance of cross-functional relationships to achieve business objectives.

Communication: Effectively conveys information in a clear and concise manner, adjusting the style and content as needed to ensure comprehension by all recipients.

Adaptability: Demonstrates a positive attitude towards change and a willingness to learn new methods to achieve objectives. Modifies their approach or behaviour as needed to suit the situation and ensure goals are met.

Drive and Motivation - Demonstrates a strong focus on achieving results and desired outcomes, taking full ownership of tasks and ensuring successful completion.

Problem solving - Decisions are reached by weighing up alternatives. The individual anticipates problems and considers their potential impact.

Decision-making - Considers the information available, identifies options and makes timely and well-reasoned decisions.



collaborate with our vendors to guarantee the adoption of the latest features, with a primary focus on driving operational efficiencies and enhancing personalisation capabilities.

Cross-Functional Collaboration: Collaborate closely with the Campaign, Commercial, and Insights teams to strategically align all CRM initiatives and communications with the overarching trading plan and business objectives. Proactively participate in planning meetings to ensure that all CRM activity, including email marketing, push notifications, and in-app messaging, is fully consistent and complementary across all customer-facing channels, maintaining a unified and coherent brand experience.

Deputise: The Assistant CRM Manager acts as the Senior CRM Manager's 'second in command,' taking on a deputy role. This involves standing in for the Senior CRM Manager when they are on leave or have conflicting appointments, attending key meetings in their stead. When deputising and representing the department, the role holder is expected to exercise the same level of subject authority as the Senior CRM Manager.

Team development: Collaborate closely with the CRM and Email Marketing Executive to foster a culture of continuous professional development. Proactively advise them on industry best practices for including data segmentation, lifecycle marketing, personalization techniques, and campaign optimization. Act as a subject matter expert to share in-depth knowledge regarding emerging CRM technologies, and CRM marketing strategies, ensuring their skills and the team's capabilities remain cutting-edge and aligned with business objectives.

Makes timely and well-reasoned decisions after considering the available information and identifying viable options.