

JOB DESCRIPTION

Job Title: CRM Executive

Department: Marketing

Reports to: Customer Marketing Manager

Role Overview

- Support Customer Marketing Manager by coordinating all UK, ROW & USA Retention Marketing Campaign related activities, from initial planning through to briefing internal and external departments, implementation and evaluation.
- Manage key supplier relationships, including Whistl, Royal Mail and Mailing Houses in order to ensure smooth and timely campaign delivery, actively researching alternatives to drive down costs and improve service.

Main Duties and Responsibilities

- Coordinate all offline retention direct mail campaigns; targeting specific collateral/creative to the key areas of the database for UK, ROW & USA. Testing and refining best method of communication to each segment and market to elicit best response/ increase demand, this includes:
 - Seasonal strategy planning
 - Test planning
 - Creative briefing (copy writing/layout format)
 - Data briefing
 - Presentations to key stakeholders
 - Agency/Supplier briefing and relationship management
 - Cost management
 - Weekly result reporting
- Coordinate selective parcel inserts, including managing the plan, briefing production, organising delivery, setting up in dynamics and implementation.
- To actively manage the marketing critical path, ensuring that creative, production and analytical resources are working to schedule. You will work closely with the Production Manager to ensure synergy between Creative and Marketing.
- To actively manage and research new partners, specifically mailing houses and delivery partners – all with a hawk-like focus on service delivery, quality and cost effectiveness.
- Working with the data team and creative teams to ensure brand guidelines are followed, manage promotion versioning and briefing into production under supervision of the customer marketing manager.

- To record campaign costs and invoices, ensuring that we are being correctly charged and taking advantage of any potential discounts.
- Organise and file all previous marketing collateral examples as well as keeping a eye on best in market competitor examples.

Qualifications Required

- Education to degree level
- Proven experience in a similar marketing role managing complex campaigns, direct mail experience would be preferable
- Process management experience
- Strong organisational skills
- Attention to detail
- Good Level of Numeracy and good communication skills
- Computer literacy Excel, Word & Powerpoint

Note: This outline is to be used as a guide only. Changes in this Job Description may occur as the department changes and grows.