

CRM Executive

Overview

We're looking for a dynamic and driven CRM Executive to join our team. Reporting to the CRM Manager, the role will be instrumental in the planning, delivery and evaluation of retention marketing activities through our busy email channel.

What you'll be doing

- Develop and manage the email strategy for your designated regions including the testing program.
- Manage the end to end email deployment, including briefing, building, scheduling & analysis of campaigns
- Responsible for all email content/copy writing and for briefing the creative team on email requirements.
- Collaborate cross-functionally with other relevant teams to align CRM initiatives with overall business goals and to update and manage the promotional calendar .
- Recommend and use different creatives and customer segments to target the right message to the right audience.
- Use a data driven approach to make commercial decisions on product selection and promotion.
- Take ownership of the testing plans and use results to optimise future CRM activity
- Compile weekly and monthly reporting and give insights on key metrics with a focus on overall profitability .
- Manage and maintain the email database, ensuring data accuracy, integrity, and compliance with data protection regulations (e.g., GDPR).

We'd love to meet someone with

- A degree in marketing, business, communications or a relevant subject is preferred
- Experience in a CRM role with direct email marketing experience and knowledge
- Hands-on experience of using an ESP to build and send emails
- Data literate, passionate about analysing results and motivated by driving success in the form of revenue and profit
- Exceptional attention to detail, strong communication and writing skills
- Experience in using Google Analytics and Microsoft Excel desirable
- Adept at managing multiple concurrent projects and able to prioritise your workload accordingly
- Pro-active 'do-er', keen to roll your sleeves up and make a difference