

LAITHWAITES

Role Profile	
Position Title	CRM Operations Executive (9 months maternity cover)
Job Purpose	<ul style="list-style-type: none"> To deliver the CRM campaigns across our customer communication platforms To optimize the efficiency, quality and performance of CRM campaigns and operational processes
Key Responsibilities	<p>Overall responsibilities</p> <ul style="list-style-type: none"> To translate the CRM plan and requests by setting up the campaigns to customers or prospects via Email, SMS and Direct Mail channels. Follow the operational processes to ensure the correct delivery of the customer communications. Autonomously manage the successful delivery of CRM Campaigns Ensuring the campaigns are setup in a way that is compliant with all marketing permissions and GDPR legislation. Running QC process across the CRM campaigns to ensure that they are as per the brief/plan Plan, coordinate and manage campaign tasks and communicate status Maintain status of tools across the team base using tools such as Jira, Workday and Trello Report on campaign running and marketing set up timescales Maintain logs and audit trails of briefs, campaigns and contact history reporting Be proactive in improving the CRM campaigns, including their performance, efficiency, and quality Champion Marketing and CRM operational best practices, strategic objectives, and principles Set up, manage, or optimize any marketing automation tasks across our CRM systems <p>Key KPI's</p> <ul style="list-style-type: none"> Delivery of campaigns through the technology (both volume and timescale) Accuracy of campaigns and communications set up 100% adherence to data protection rules (GDPR) Optimizations of CRM Operational processes or features Contribution to performance of the CRM Campaigns
Skills and Experience	<ul style="list-style-type: none"> IT skills across data driven platforms Experience of working with email or CRM technology (Adobe, Salesforce, Responsys, HTML etc) Experience of owning and improving operational processes or ways-of-working Microsoft office skills Understanding of data and customer segmentation
Personal Qualities	<ul style="list-style-type: none"> Self-starting team member, able to make decisions and drive forward to the outcome Interest in marketing automation and gaining a detailed understanding of our CRM technologies Organised, methodical, and logically minded Excellent verbal communication and comprehension skills Able to focus on what is required to deliver outstanding results Ability to drive multi-task and many projects forward across different areas all simultaneously

	<ul style="list-style-type: none">• Attention to detail and analytical person, able to deal with numbers and detail that evolves constantly but able to cut through and make the right decision.
Reviewed	May 22
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