

# LAITHWAITES

## CRM Operations Executive – Theale (FTC 12 months) Full Time

### **Job Purpose:**

- 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:**

- 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

### **Key KPI's**

- 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

### **Experiences and Skills:**

- 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:**

- 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
- 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.

**CLOSING DATE: Friday 10<sup>th</sup> December 2021**