

LAITHWAITES

Position Title	CRM Operations Co-Ordinator
Overall Job Purpose	<ul style="list-style-type: none"> To support the delivery of CRM campaigns across our customer communication platforms, with a specific focus on email creation.
Key Responsibilities	<p>Overall responsibilities</p> <ul style="list-style-type: none"> Create our customer-facing email marketing communications, according to the campaign brief. To support in the delivery of the CRM plan by setting up the campaigns to customers or prospects primarily via email, but also SMS and Direct Mail channels. Follow the operational processes to ensure the correct delivery of the customer communications. Running Quality Control 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, Trello or Litmus. Be proactive in improving the CRM campaigns, including their performance, design and efficiency. Champion Marketing and CRM operational best practices, strategic objectives and principles. Manage the internal approval, feedback, and amend process of our customer communications, specifically email. <p>Key KPI's</p> <ul style="list-style-type: none"> Delivering best-in-class email to customers 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	<p>Essential:</p> <ul style="list-style-type: none"> Microsoft office skills <p>Desired:</p> <ul style="list-style-type: none"> Experience or qualification in Marketing Experience of working in a marketing communications function Experience of working with email or CRM technology (Adobe, Salesforce, Responsys, HTML etc) IT skills across data driven platforms
Personal Qualities	<ul style="list-style-type: none"> Interest in marketing design and/or development with a keenness to learn more. A desire to get involved, become a key part of the team and a willingness drive towards a shared outcome Self-starting, pro-active and able to make decisions

	<ul style="list-style-type: none">• Excellent verbal communication and comprehension skills• Able to focus on what is required to deliver outstanding results• Ability to multi-task and deal with many projects across different areas all simultaneously
Reviewed	April 22
Doing Things Beautifully is at our core. We are an equal opportunities employer and welcome applications from anyone regardless of race, sex, sexual orientation, religion / belief, age or disability.	