

<b>Position Title</b>	CRM Operations Executive
<b>Reports To</b>	CRM Operations Manager
<b>Overall Job Purpose</b>	To deliver the CRM campaigns across our customer communication platforms
<b>Key Responsibilities</b>	<p><b>Overall responsibilities</b></p> <ul style="list-style-type: none"> <li>• To translate the CRM plan and requests by setting up the campaigns to customers or prospects via Email, SMS, Web, Social and Direct Mail channels.</li> <li>• Follow the operational processes to ensure the correct delivery of the customer communications.</li> <li>• Ensuring the campaigns are setup in a way that is compliant with all marketing permissions and GDPR legislation.</li> <li>• Running QC process across the CRM campaigns to ensure that they are as per the brief/plan</li> <li>• Plan, coordinate and manage campaign tasks and communicate status</li> <li>• Maintain status of tools across the team base using tools such are Jira, Workday and Trello</li> <li>• Report on campaign running and marketing set up timescales</li> <li>• Maintain logs and audit trails of briefs, campaigns and contact history reporting</li> </ul> <p><b>Key KPI's</b></p> <ul style="list-style-type: none"> <li>• Delivery of campaigns through the technology (both volume and timescale)</li> <li>• Accuracy of campaigns and promotions set up</li> <li>• 100% adherence to data protection rules (GDPR)</li> </ul>
<b>Skills, Qualifications, Experiences</b>	<ul style="list-style-type: none"> <li>• IT skills across data driven platforms</li> <li>• Experience of working with email or CRM tools (Adobe, Salesforce, Responsys etc)</li> <li>• Microsoft office skills</li> <li>• Understanding of data and customer segmentation</li> </ul>

<b>Personal Qualities and Skills</b>	<ul style="list-style-type: none"><li>• Self-starting team member, able to make decisions and drive forward to the outcome</li><li>• Real desire to drive change and to be the at forefront of a new world of CRM at Laithwaites</li><li>• Excellent verbal communication and comprehension skills</li><li>• Able to focus on what is required to deliver outstanding results</li><li>• Ability to drive multi-task and many projects forward across different areas all simultaneously</li><li>• 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.</li></ul>
<b>Reviewed</b>	Oct 20