

Job Description – CRM Production Executive

About the Role

The CRM Production Executive is responsible for the execution, and continuous refinement of UK and International multi-channel conversion strategies. You'll be executing powerful and motivating communication programmes, all with a focus on customer need and marketing effectiveness against a backdrop of achieving key KPI's and cost-efficiency.

Key Responsibilities

Deliver campaign activity against the agreed production calendar which provides a complete view of the workload across the customer journey.

Communicate and collaborate with internal teams and stakeholders across all stages of campaign development from planning to deployment.

The implementation of a robust testing strategy to enable learning, and optimisation of the CRM programmes.

The introduction of new capabilities for the purpose of meeting emerging business needs and market trends.

Experience and Skills

Demonstrable experience of successfully creating and delivering multi-channel customer engagement and CRM programmes at scale in a consumer service environment

Able to demonstrate substantial knowledge in email marketing, performance analysis and marketing automation.

Ability to build and deploy email campaigns using an in-house Email Service Platform. This includes interpretation of brief, email creation (drag and drop and html editing), testing, sign-off, dispatch, delivery and response tracking.

Ability to work in a fast-paced environment with ease, be entrepreneurial, self-motivated and proactive, have an insatiable thirst for knowledge and have critical attention to detail.