Job Description – Marketing Manager - CRM

About the Role

The CRM Marketing Manager is responsible for the development, 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.

This role demands extensive cross-functional collaboration, good communication skills, excellent project management skills, creative skills, and a process-focused aptitude that will enable the CRM Marketing Manager to effectively execute against multiple workstreams.

The CRM Team is an OU customer champion and supports the marketing team in hitting the annual business targets by improving the health of the prospect pool (quality and quantity) and maximizing the conversion of prospects to enquirers and enquirers to registered students.

Key Responsibilities

Management and Strategy: The CRM Marketing Manager is responsible for the day to day delivery of the conversion campaigns. Along with senior CRM management, the CRM Marketing Manager also plays an active role in the formation of ongoing CRM strategies that enable the continuous and consistent testing, learning, and optimisation of the conversion programmes. The role holder must have a clear understanding of how to leverage behavioural, lifestyle, transactional, and demographic data in order to deliver relevant multi-channel marketing programmes.

Analytics: Working with the Performance Manager, the CRM Marketing Manager is responsible for building conversion metrics and conducting inflight and post-campaign analytics for the purpose of realising and implementing recommendations for future CRM campaigns.

Best practice: It is the responsibility of the CRM Marketing Manager to guide CRM campaigns and introduce new capabilities for the purpose of meeting emerging business needs and market trends. In this capacity, the role holder needs to share new and emerging CRM best practices across the team.
Experience and Skills

Experience: The role holder must be an experienced, commercially focused marketing professional with a track record of success in customer communications and prospect conversion. Demonstrable experience of successfully creating and delivering multi-channel and multi-media customer engagement and conversion programmes at scale, based on consumer and data insight.

Data / Analytical Skills: The CRM Marketing Manager needs to possess strong analytical skills coupled with project management and planning skills. As well as demonstrating a substantial knowledge in CRM segmentation, campaign management, direct marketing, database marketing, email marketing and marketing automation.

Communication Skills: Being a highly interactive position, the CRM Marketing Manager must have excellent communication skills that will ensure effective conveyance of information and execution of duties in a cross-functional setting. The role holder will also create reports and strategic proposals that will be presented to the senior CRM management and, as such, must possess excellent written and verbal communication skills that will ensure these reports and presentations are clear, concise, and convincing.

Interpersonal Skills: The role holder must demonstrate an ability to work in a fast-paced environment with ease, be entrepreneurial, self-motivated and proactive, have an insatiable thirst for knowledge, have critical attention to detail, be able to prioritise and meet deadlines while working on multiple projects, and have creative problem-solving skills.

Collaboration: The role of the CRM Marketing Manager is also highly collaborative. The role holder works closely with various departments within the University, inclusive of the senior leadership team and key stakeholders in an effort to develop and launch appropriate multi-channel marketing initiatives. The CRM Marketing Manager also works closely with the data department in an effort to better understand all CRM feeds and data flowing in and out of CRM programme management tools.

Management Skills: The role holder must have a sound understanding of and a commitment to, equal opportunities and diversity and an inclusive approach. The role holder must be an evangelist and ambassador for customer marketing and a team player who is fair and consistent in their approach and management style.