

_ Job Description

Head of CRM (Maternity Cover)

StrategiQ

What you'll be known as

Role title: Head of CRM. Captain of Customer Connections. Whatever you'd prefer.

Role type: Full-time, 12 month contract

Line manager: Marketing and Performance Director

Where you'll be working

You'll be primarily based at one of our offices in Ipswich, Leamington Spa, or London though you may occasionally be required to travel for client meetings or events.

Whilst we're flexible around the needs of day-to-day life, we love seeing people in the office working shoulder-to-shoulder with the rest of the StrategiQ gang, so we'd like to see you in the office at least 3 days a week.

Who you'll be working for

Fancy working for a globally recognised digital marketing agency?

You've come to the right place.

StrategiQ is an award-winning digital marketing agency filled with some of the best brains in the business; from savvy strategists to deft designers, and website-developing wizards to social media masterminds.

We work together as #OneTeam and #OneAgency, delivering integrated marketing strategies and a full suite of digital services between our three UK studios, partnering with ambitious brands across the globe.

Founded in 2013, StrategiQ is made up of a growing team of over 50 experts; each with their own specialism to offer and a shared vision between them.

We don't look for box-tickers here. We look for people who'll bring the right energy and the right attitude to their work. We look for people who genuinely care about what's best for our clients. We look for people who are committed to their own learning and mastering their craft. We look for people who can make mistakes (which we all do here) and learn from them. We look for people who are aligned with StrategiQ's vision and values. We look for dynamic people who can move and evolve with the flow of a bustling agency. We look for people who are excited to grow within a fast-moving, industry-leading organisation and want to be on the journey with us.

If this sounds like you, then we want to hear from you - even if you feel your background or career experience so far doesn't quite fit our requirements.

If you bring the right attitude, we'll provide the right tools. With limitless training, development and mentorship opportunities, we'll help you get to where you want to be.

Shoulder-to-shoulder, getting there together.

Who you'll be working with

We're all about working as #OneTeam here, and, if we do say so ourselves, we work with the best of the best.

Take a moment to [meet the team](#) and see who you could be delivering award-winning projects with in future.

What you'll be doing

As the head of a Delivery Channel within StrategiQ, you will be responsible for leading the overall customer experience function and managing the specialists of the CX team. Along with the support of your Director - you are accountable for the delivery of all client CX strategies, the quality of tactics and activity, the commercial utilisation of your team and the performance of CX against our client's KPIs.

You will hold demonstrable expertise across all areas of CX, including all sub categories defined within our productisation; email, CRM, automation, SMS, customer journey and data segmentation. Your practical CX knowledge is complemented with soft-skills in consulting, leadership and agency operational growth.

Obsessed with customer experience, you naturally research and analyse industry trends and publications; distilling key information to your team in order to stimulate and foster continual research and development and an up-to-date working knowledge of CX disciplines.

Performance driven, you work holistically to lead the department in ensuring all clients have robust, considered CX strategies underpinned by clear objectives, KPIs and a tactical delivery plan to hit objectives.

Your day-to-day responsibilities will include:

- **CX Delivery** - Part of your working week will be spent delivering (for key accounts) and/or guiding your team on the execution of CX strategies. Including but not limited to: strategy ideation, campaign set up, optimisation (test & learn approach), audit work, & consulting. You will possess a broad knowledge across all areas of CX, and utilise your specialties alongside the individual strengths within your team.
- **Team Management** - Through our agency tools you will lead the team to ensure that their time, utilisation and tasks are clear whilst hitting departmental performance targets. You will support and guide the team with clear briefs, processes and training in order to execute the duties of their role and the client strategies they are leading. You will chair regular internal 'Scrums' to ensure continual quality of planning and execution. For both yourself and your team, the current active month will be planned to 95% of available time and all available allocated work will be planned in Scoro for 3 months ahead.
- **Team Coaching, Training & JDs** - In collaboration with your Director, you will lead quarterly Personal Development Plans (PDPs) and regular one-to-one's to coach and guide your team as they fulfil their quarterly Performance Plans & Training Plans, held in the StrategiQ OS. You will nurture talent and ensure the right mix of talent and experience is present within the team to deliver client strategies and our future business plan. You will also ensure job descriptions are kept up to date across your team, in line with the wider agency standards.
- **Client Business Plans, Strategies & KPIs** - You will have a good understanding of business models and participate in understanding our client's needs during strategy discovery sessions. You will understand key principles of business plans/models, P&Ls and you will align objectives and set KPIs to realise targets when creating client CX strategies.
- **Client Strategies & Channel Plans** - Working with the Account Directors and Client Services team, you will ensure that all CX strategies & plans are robust and clearly outlined within the 'Channel Plan'/Scoro. All clients will have a maintained strategy activity plan with KPI targets and delivery plan for execution of key tasks.
- **New Business** - Alongside working on tenders and pitches for new business, you will actively identify and present growth opportunities with new/existing clients to grow the CX serviceline in the pursuit of realising our client's business objectives, and those of the CX department.
- **Client Performance** - You will routinely appraise the performance of CX across all of our clients and proactively make recommendations, strategy pivots or upsells to ensure we're never 'just ticking boxes'. You will advocate success within the CX team across the wider agency.

- **Cross Channel Collaboration** - You will work closely with Lead Specialists, Heads and Directors to share initiatives, evolve strategies, win pitches and evolve our agency-wide processes.
- **Channel Productisation** - Working closely with the Leadership Team you will play a key role in the productisation of CX, allowing for it to be articulated, scoped and standardised across the agency from point-of-sale to developing a department skills matrix & training plan.
- **Curation of Case Studies** - Your team will regularly produce engaging and accessible case studies of their campaigns that feature within our Cred Deck, website and award submissions to support our Marketing Team's strategy for StrategiQ.
- **Up-to-date Knowledge** - Obsessed with your craft, you will automatically and regularly absorb the latest industry trends, tools, news and tactics. Beyond attending conferences or training, you will actively seek out insight from industry thought leaders and friends to ensure that our agency and your team keep up-to-date.
- **Quality assurance** - Making sure that all work that is put in front of clients and internal stakeholders meets the expected high quality standard.
- **Processes & Standards** - To document & keep on top of/evolve processes within the handbook and align with channel productisation.
- **Platforms & Features** - Create & maintain documentation for the processes and best practices involved for all existing and new CX platforms/tools and the features/options that sit within them.

What we'd like to see

- Formal leadership training accreditations or certifications. Or experience managing medium-large sized CX/Email teams.
- Basic knowledge of HTML, CSS, Javascript and popular Open Source CMS Frameworks such as WordPress, Shopify and Magento as examples.
- Established industry reputation, network and thought leadership outside of our agency. Experience speaking at industry events or conferences would be desirable.
- The ability to conceive and execute (with agency support) tools, content ideas and thought leadership that raise the profile of the agency within the industry.

What we'll offer you

We've designed a bespoke benefits package based on the feedback of our team and what means the most to them.

When you work with us, you'll receive:

- 30 days annual leave
- An annual loyalty bonus
- Individual performance bonuses
- £1000 conference and training budget every year
- Life assurance and critical illness cover
- Everyday health care cover
- Enhanced sick pay
- Volunteering leave and salary sacrifice for extra holiday
- Regular company socials
- Free gym membership (Suffolk office only)
- Enhanced maternity and paternity leave

How to apply

We don't waste time with any fiddly forms here; simply send us a copy of your CV and a cover letter explaining why you'd be a good fit for the role.

We know it can sometimes be tricky to demonstrate your experience through words alone, so feel free to send us a piece of work you're particularly proud of to allow your skills to speak for themselves. Hit us with your magic at careers@strategia.co and a member of our hiring team will review your application as soon as possible.

What to expect after you apply

We read through every application we receive, but due to the number of people that apply, we're only able to contact the candidates being shortlisted on each occasion.

If your application is successful, we'll contact you to kick things off with a chemistry call, so you can learn more about us and ask any questions you may have about the role.

Think of it like a first date - if we have good chemistry, we'll arrange to see each other again. We can then discuss next steps and walk you through what the following stage of the interview process will look like.

If you don't hear back within two weeks of submitting your application, please assume you've been unsuccessful on this particular occasion. However, we'd encourage you to keep an eye on our careers page and apply for roles that you may be a better fit for in future.

StrategiQ is committed to equality of opportunity for all applicants of this role. We are looking to fill this role with a candidate physically based in the UK and within commuting distance of one of our three offices. Unless invited by a Director of StrategiQ, respectfully no agencies.