

_ Job Description

CX Specialist

Strategiq

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Suffolk

Unit 16, Brightwell Barns,
Ipswich Road, Brightwell,
Suffolk IP10 OBJ

London

Unit 4.01 Soho Works,
Tea Building, 56 Shoreditch High St,
London, E1 6JJ

Midlands

Office 8, 1 Mill St,
Leamington Spa
Warwickshire, CV31 1ES

Manchester

The Express Building,
9 Great Ancoats Street,
Manchester, M4 5AD

Introduction

Formal Job Title

Customer Experience Specialist

Place of Work

Hybrid - We have offices in Ipswich, London, Leamington Spa and Manchester

Type

Full Time, Permanent

Line Manager

Head of Customer Experience

StrategiQ is an award-winning digital marketing agency and strategic partners for ambitious brands. We design our client's strategic roadmap and create the ideas that deliver results and drive growth. Founded in 2013, StrategiQ is a team of 55+ experts across our four studios. Every member of our team has a specialism, but they're all marketers.

_ Our mission is to be the strategic difference

Welcome to the world of us. It's a pretty special place to be. Full of exceptional experts. Good people and big energy. We're not here to tick boxes. We're here to be the destination agency for clients and the critical factor in their success. Helping shape their trajectory through expert insights and skilled execution.

Shoulder-to-shoulder, Getting there together.

_ Our Values

- **Courageous** - Always doing what's right, not what's easy.
- **Truthful** - Being honest. Being resilient. Being authentic.
- **Knowledgeable** - Industry experts, pursuing the master of our craft.
- **Limitless** - Challenging norms through infinite thinking.

_ Role Introduction

As a CX Specialist, you'll have a real passion for customer experience and data-driven marketing. You'll be involved in the cross-channel delivery including email, CRM, automation, SMS, customer journey mapping and data segmentation for our clients. You'll own end-to-end management, production, delivery and analysis of all BAU Campaigns, working with the Junior CX Specialist and CX Executives to ensure emails and SMS campaigns are delivered on time, error free and in line with the overall strategy.

You will be continually learning new skills and putting them into practice with guidance and validation from the Head of Customer Experience. You'll also be able to attend external training such as Dotlive's and Klaviyo Partner Days.

You will be one of the go-to individuals within the agency for advice and expertise on all areas of Customer Experience. Working closely with the Head of Customer Experience you will help develop and implement world-class strategies for our key accounts.

_ Responsibilities & Required Skills

- You'll comfortably lead customer journey sessions, build the map and outputs and present them back to the client
- As a specialist, you'll confidently and independently be able to use and audit tools/platforms such as Mailchimp, Hubspot, Klaviyo and Dotdigital
- Manage client content plans, ensuring they are up to date and that the content recommended is aligned with the client's strategy
- You'll oversee and own end-to-end management, production, delivery and analysis of all BAU Campaigns (Email & SMS). This means everything from the initial brief to content, targeting, data selection, campaign deployment and reporting
- Develop test strategies for BAU campaigns across lifecycle groups, including A/B/MVT testing that optimises the performance of our campaigns
- You'll ensure our BAU campaigns are segmented and are highly personalised and innovative communications that make an impact on the customers you target
- As a specialist, you'll be able to build segments (2-3 dimensional) segments unaided and will be able to build in-depth automation series
- To ensure we're continually learning from our client's databases, you'll ensure we are implementing explicit and implicit profiling methods in BAU communications
- Obsessed with data and performance, you'll dive into customer, campaign and channel data, identifying opportunities to target new customer segments to drive a desired behaviour and to inform and evolve the direction of the BAU strategy

- You'll understand the key features of a loyalty scheme and can navigate LoyaltyLion
- To build internal relationships, you'll liaise with Account Managers/Account Directors predominantly about testing strategies and the performance of email marketing campaigns
- To support the growth of the Customer Experience service line, you'll identify opportunities for our existing clients and support on new business
- You'll support CX Executive training & Junior CX Specialist Training and work with the Junior CX Specialist and CX Executives to ensure all clients have a developed BAU strategy alongside their business goals and overarching strategy
- Your R&D focuses on getting more out of Customer Data, you'll focus on explicit and implicit profiling, building complex segments and automations. You'll also develop your understanding of data protection policies.

_ Experience we'd love to see

- Highly analytical and KPI-driven, with excellent communication skills and exceptional attention to detail
- Understanding of key CRM principles and best practices whilst adhering to GDPR guidelines
- Experience in delivering email/CRM campaigns across the customer lifecycle
- Experience with our existing Tools stack including Mailchimp, Hubspot, Klaviyo and Dotdigital
- You have established an emerging personal brand within the Customer Experience industry. You contribute to social media discussions on thought leadership and engage with industry practitioners. You leverage training and conferences to not just learn from speakers but also connect with agency partners and industry contacts.
- A good understanding of general marketing principles and channels with a focus on customer communications through digital channels
- Passion for data-driven marketing and customer-first experiences

_ Typical week

- **50%** - Hands-on CRM Delivery
- **20%** - Client strategies and new business audits/pitches
- **20%** - Training, mentoring and R&D initiatives
- **10%** - Client communication, internal collaboration

_ Role Metrics

- **100%** of tasks completed on time

- **70%** billable utilisation
- **100%** of clients exceeding email KPI targets for accounts managed
- **Zero** defects with any email sent
- **90%** of emails are right first time, without any feedback needed from Head of CX
- **100%** of emails sent, on time, each week
- **£3,000** worth of opportunities raised per month
- **80%** Client NPS on accounts worked on

_ Benefits

- 30 days annual leave plus bank holidays
- Yearly 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
- Hybrid working
- Volunteering leave and salary sacrifice for extra holiday
- Regular social events
- Gym membership (Suffolk office only)