

CRM SPECIALIST

StrategiQ Marketing Ltd.

ABOUT US

StrategiQ is a team of award-winning, value-creation specialists, spanning every brand and marketing discipline. We empower business leaders and marketing to thrive in the face of change. We integrate excellence into organisations transformation journeys to create New Future Value. We do this through tailored programmes of work that optimise, accelerate and innovate marketing activities.

Working at StrategiQ means joining a group of passionate, dedicated and visionary people; a melting-pot of personalities, skill sets and specialisms.

WE ARE

RESTLESS

in our quest to grow our knowledge and experience while always defying complacency.

RELENTLESS

in our pursuit of opportunities, approaches and excellence for our clients and ourselves.

REVOLUTIONARY

in our thinking to push the boundaries of the possible.

JOB OVERVIEW

We are seeking a CRM Specialist with a real passion for customer experience and data-driven marketing. You'll be involved in 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 CRM Specialist and CX Executives you'll ensure emails and SMS campaigns are delivered on time, error free and in line with the overall strategy.

With the support, guidance and validation of the Head of Customer Experience, you'll be continually learning new skills and putting them into practice. You'll also have the opportunity to attend external training such as Dotlive's and Klaviyo Partner Days.

You'll be one of our go-to team members for providing advice and expertise on all areas of Customer Experience. Working closely with the Head of Customer Experience you'll help to develop and implement world-class strategies for our key accounts.

KEY RESPONSIBILITIES

01 CRM DELIVERY

- You'll comfortably lead customer journey sessions, build the map and outputs and present them back to the client
- 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
- To support the growth of the Customer Experience service line, you'll identify opportunities for our existing clients and support on new business

02 TEAM SUPPORT

- You'll support CX Executive training & Junior CRM Specialist Training and work with the Junior CRM Specialist and CX Executives to ensure all clients have a developed BAU strategy alongside their business goals and overarching strategy
- To build internal relationships, you'll liaise with Marketing Managers/Account Directors predominantly about testing strategies and the performance of email marketing campaigns

03 DEDICATED TO YOUR CRAFT

- As a specialist, you'll confidently and independently be able to use and audit tools/platforms such as Mailchimp, Hubspot, Klaviyo and Dotdigital
- You'll understand the key features of a loyalty scheme and can navigate LoyaltyLion

- 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.
- 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
- 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

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

- 70% billable utilisation
- 100% of clients exceeding email KPI targets for accounts managed
- 100% of emails sent, on time, each week
- £3,000 worth of opportunities raised per month
- 80% Client NPS on accounts worked on

SALARY RANGE

£30,000 - £60,000 depending on experience and location

QUALIFICATIONS & EXPERIENCE

- 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
- 3-5 years of experience in similar CRM roles
- Agency experience would be beneficial

WHY JOIN US

In a shape-shifting world of rapid technology transformation, AI influence, economic uncertainty and global societal change, we empower business leaders and marketing to thrive in the face of change. Working at Strategiq means joining a group of passionate, dedicated and visionary people; a melting-pot of personalities, skill sets and specialisms.

Our influence will be lasting and profound – for the businesses we partner with and for the people within those businesses. As well as for each person that makes up team Strategiq.

You can find out more about working with us and our Employee Value Proposition (EVP) by visiting <https://strategiq.co/culture/>.

APPLICATION PROCESS

If you'd like to be part of creating value for our colleagues and clients, please submit your CV and a cover letter outlining relevant experience to charlie@strategiq.co.