

# Senior CRM Manager

StrategiQ

## About us

StrategiQ is the Brand x Performance agency. We combine the art of brand storytelling with the science of marketing performance to create New Future Value™.

We are 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 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

**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.

## How this role makes a difference at StrategiQ

As a Senior CRM Manager within StrategiQ's Customer Experience team, you'll play a vital role in the delivery and growth of Customer Experience services to clients. Obsessed with your craft, and all aspects of CX, you'll ensure our existing client strategies are delivered to the highest standard.

Working collaboratively with our creative and delivery teams and our Client Managers and Client Directors, you'll be the owner of work for multiple clients across different industries. You'll get involved in pitching for new and existing clients too - so bringing a clear and thoughtful perspective and understanding the latest trends will be essential to your success.

Whatever you're doing you'll help build the knowledge and skills of those around you, whether that's with other members of the CX team, our clients or the wider team at StrategiQ. With you in the team we'll fly the flag for the importance of CX and CRM in our clients' marketing mix.

## Skills & experience we want you to bring and develop

### Technical skills and experience

Strategic thinking & insights - developing CRM strategy for clients. Deep dive into customer, campaign and channel data, identifying opportunities to inform and evolve the direction of the full strategy	Essential
CRM experience - managing large-scale and complex CRM activity	Essential
Analytical thinking - highly analytical and KPI driven approach. Bringing an analytical eye and using data to inform decision-making and identify opportunities	Essential
Retention strategy - defining and delivering retention strategies to increase customer lifetime value. Demonstrating experience in multi-touch point, multi-channel communications strategies, spanning emails, push notifications, in-app messaging, SMS and on-site messaging	Essential
Segmentation - experience in modelling, building and implementing multi-dimensional segmentation to reduce churn rate, deliver personalised experiences and tailor communications	Essential
Software - experienced user with skills to audit and optimise within platforms including Mailchimp, HubSpot, Salesforce, Klaviyo, Emarsys or Dotdigital	Essential
Testing & optimisation - developing automation and testing strategies to increase conversion and engagement	Essential
Data protection - awareness of the latest GDPR in order to give relevant advice and support implementation and aligning processes to best practices around customer data	Essential
Pitching - experienced at pitching and winning work and participating in pitch teams as a CRM expert	Essential
Reputation - an established industry reputation, a strong personal brand, and your own network. You'll be obsessed about the future of our industry and regularly sharing a clear point of view on CRM and CX	Essential
Public speaking - experience speaking at industry events or conferences	Desirable
Commerciality - strong financial acumen, understanding of the agency model and account financial management best practices	Essential

### Power skills and experience

Communication - active listener and confident communicator. Able to present ideas clearly, gain the confidence of others, engage people, build relationships and influence at all levels including with our most senior clients	Essential
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Curiosity - asking questions, challenging opinions, seeking knowledge and opportunities to learn and understand more	Essential
Collaboration & teamwork - confident leading with clients and internal teams to support high-performance and delivery of the best work	Essential
Problem solving - able to spot potential problems, evaluate and action solutions with confidence or seek input from others when you know it's needed	Essential
Resilience - able to reflect on and recover quickly from difficulties, able to reframe challenge and learn from experiences	Essential
Attention to detail - producing work to the highest standard of accuracy and presentation	Essential
Time management - expert plate spinner able to manage different parts of the role and sometimes conflicting priorities, and keep the right people briefed to make sure we keep our commitments	Essential
Inspiring - able to engage clients and internal teams, and develop the skills of those around you	Essential

## What you'll be responsible & accountable for

- Responsible for hands on delivery; drawing on the data and bringing original thinking, innovative ideas, best practice and results to clients
- Responsible for pitching and winning work with existing and new clients. Identifying opportunities, building relationships in chemistry meetings, writing proposals and pitch decks, and advocating for the CX service line internally and to the wider industry
- Responsible for evaluating and improving the performance of CRM campaigns for your clients, proactively making recommendations and adjusting our approach to deliver the high-performance for our clients
- Relationship lead for DotDigital and Emarsys partnerships, managing relationships with the partner and ensuring Strategiq are seen as experts with strong credentials delivering high-quality results for our clients
- Responsible for reporting on your work and supporting Client Directors or Client Managers to demonstrate the impact of our work, including at QBRs
- Responsible for delivering high-quality work that meets agreed budgets
- Responsible for identifying opportunities with new CRM channels, testing and developing our approach aligned to the department strategy

## When you're successful in this role

- You'll be bringing new insights, ideas and a fresh perspective on CRM to the agency, inspiring and exciting those outside the team about the value of CRM within the clients' marketing mix.
- You'll be designing and delivering high-quality CRM campaigns that outperform expectations and engage our clients with the possibilities for their brand.
- Your reputation internally means you'll be called on for your expertise and involved in efforts to win new work and grow the impact of our team.
- You'll be respected by clients who seek and listen to your perspective to inform their marketing strategies.
- Alongside other measures, your principal performance metrics will be:
  - Quality of work
  - Client feedback
  - Tasks completed on time
  - Utilisation

## Your typical week

- **50%** - hands on CRM delivery
- **20%** - client strategy, audits, reporting and pitching
- **20%** - training, mentoring others and R&D
- **10%** - client communication, internal collaboration and admin

## A successful first 6 months with StrategiQ

In 3 months you will have:

- Established yourself in the role and be independently managing at least 3 clients
- Built good relationships with partners
- Audited at least 2 clients, suggesting ways to improve the CRM strategy with a plan for implementation

In 6 months you will have:

- Lead at least 1 customer journey session end-to-end
- Be working to a high standard with zero defects in any communication that has been launched (i.e. emails previewing correctly, no spelling mistakes in SMS, links work in all communications, personalisation is working in communications)
- Increased at least 1 client's retainer fee by an agreed percentage
- Participated with positive impact in the preparation and delivery at a QBR or pitch opportunity