

CRM Automation Manager

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Company: Blu Digital

Location: West Midlands

Category: other-general

CRM Automation Manager

Staffordshire

Are you looking for a new challenge in the exciting, fast-moving world of digital marketing?

Due to phenomenal growth in their digital team, my client is looking for an CRM Automation Manager to join their team. You will be expected to work in the office 2/3 time a week.

This is a hands-on role, at the heart of their CRM transformation plan, using creativity and working with stakeholders in designing and deploying our growing marketing capabilities using CRM technologies such as CDP, ESP & DAM. My client is looking for someone ambitious and passionate about using data and technology to create personalised, compelling and valuable interactions with my clients customers. My client offers an agile working policy giving you the opportunity to collaborate face to face with colleagues as well as working remotely.

You will be responsible for leading the effective design, development, deployment and management of engaging customer campaigns focusing on retention and conversion to drive increased value for both the customer and my client - focusing on lifecycle, transactional/trigger, and loyalty campaigns.

My client will need you to own the design and deployment of these campaigns through the use of personalisation and automation - building an operational approach that allows for the scale of brands they service. You'll be able to take ownership of the CRM marketing stack and ensure their capability is fully realised in order to deliver against marketing strategies to their full potential. My client wants you to be able to work closely with internal stakeholders

including data and insights as well as our external partners and services providers.

My client expects you to have 2-3 years experience with customer engagement platforms and/or marketing automation systems including setting up end-to-end Marketing Automation data flows. They would like someone who has a creative hands-on approach with strong attention to detail, while showing great understanding of how marketing stack platforms work and skills in data analysis

To

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