

## Senior CRM Executive

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Company: Forward Role

Location: Manchester

Category: other-general

Senior CRM Executive £35,000 Hybrid working (2 days in the office and 3 from home)

Manchester Forward Role are working with a leading price comparison business who have previously ranked in the top 100 fastest growing technology companies. Reporting into the Senior CRM Manager, the Senior CRM Executive will take ownership of email as well as work alongside the wider marketing team to fully integrate campaigns across the CRM channels and share results, ideas and best practices. This is a brilliant opportunity for someone aspiring to develop their career in CRM and grow within a role.

**Responsibilities:** Ownership of all the promotional / triggered and BAU email communications Implement and develop customer comms and promotional emails (plan content, test, schedule, send and analyse) Create new lifecycle email programmes to optimise customer retention, increase customer loyalty and lower churn. Collaborate with the wider marketing teams to plan content and coordinate promotional comms across the business. Handle all reports concerning email and CRM activity to establish efficiency and suggest actions to develop email performance. Accurately track performance & results regularly and provide analysis & insights to be distributed to the wider business. Collaborate with the Analytics team to obtain insights on customer segmentation and detect new openings for channel growth. Examine the creative & email content to guarantee designs are consistent and on brand and all the emails are presented to a high standard and align with agreed plans. Create and execute testing plans to constantly test, optimise and increase channel performance. Observe and feedback on key competitor activity. Create impactful and personalised campaigns that encourage retention and loyalty

**What you will need:** Demonstrated experience in a CRM role Experience

working with an Email platform Proven experience of databases, data analysis and segmentation  
Excellent verbal and written communication skills Ability to manage projects  
Excellent team player with strong interpersonal skills Great attention to detail Able to create reports and containing beneficial insights and analysis with recommendations for improving the existing strategy  
Knowledge of HTMLAs an industry leading, nationwide Marketing, Digital, Analytics, IT and Design recruitment agency, we are continually receiving new assignments to work on, so keep a close eye on our website, Facebook, LinkedIn and Twitter pages for a full list of current permanent and interim opportunities as well as marketplace news and fun stuff. Forward Role is operating as an employment agency.

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