

Senior CRM Executive

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Company: Blu Digital

Location: United Kingdom

Category: other-general

Senior CRM Executive

Remote

This Client is a leading member on the Financial sector that has ambitious growth plans for the year. They are looking for a fully remote SEO Content writer to offer functional support in their passionate team. Offering a generous salary with fantastic benefits and plenty of room for progression offering both career path coaching and career mapped sponsored training.

You will be responsible for setting strategy, developing, executing and continuously refining omni-channel. Integrating the CRM marketing communications that increase acquisition, retention and loyalty across B2B and B2C channels, and deliver revenue growth from new and existing client bases. You will generate revenue through the execution of strategic online and offline activities that drive traffic, qualified leads, and sales, in direct collaboration with the Sales team, in line with the Company vision and purpose.

You will be Educated to degree level (preferably in Marketing, Communications or similar) with 2+ years experience in a similar CRM, email marketing and/or automation marketing roles, ideally across both B2B and B2C audiences. With experience building omni-channel CRM campaigns and automated client journeys using CRM software, ideally Dynamics 365 Marketing but not essential. You will have a strong and successful background in planning, building, executing and analysing client acquisition, engagement, re-engagement and retention strategies. You will also have hands on experience implementing CRM and marketing automation tools working cross-functionally (Sales, Business Development, Marketing, IT) to optimise systems, processes and results.

You will have experience in working with databases, data analysis and segmentation with a sound understanding of email fundamentals GDPR/PECR requirements, segmentation, performance metrics. You should have experience in financial services as it's advantageous. You should have HTML knowledge is desirable but not essential.

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