Job Description

**Job Title:** CRM and Email Marketing Executive

**Department:** Marketing

**Reporting to:** CRM Manager

**Key Objective:**

Reporting to the CRM Manager you will be responsible for helping to drive customer loyalty and retention both online and in store through the delivery of insights and targeted customer communications. Working alongside the CRM Manager and the external CRM agency, this role will be pivotal in demonstrating the value of putting the customer at the heart of the organisation as the business continues its rapid expansion locally and internationally.

**Main Duties & Responsibilities**

**Email Marketing**

As owner of the email KPI's and relationship with the ESP, you will be responsible for ensuring that email targets are communicated and work with the ESP to develop and deliver the email strategy/roadmap to deliver against targets.

Manage the scheduling, testing and deployment of all customer email campaigns and e-newsletter using the Lyris HQ platform ensuring all tracking codes are applied correctly to facilitate accurate performance monitoring.

Work closely with the editorial team to manage the weekly and monthly e-newsletters, ensuring the timely deployment of emails to maximise revenue potential.

Track the weekly performance of emails KPI’s against the weekly and monthly targets and communicate the performance of emails to internal stakeholders including Editorial, MyStylist and Buying.

Develop a testing strategy to identify the optimal deployment times for emails and provide insights back to the Editorial, Creative and Tech teams.

Run regular workshops with the creative team to educate them on best email practices e.g. optimising email for mobile and social media.

Ongoing management and continued segmentation of email database to identify and target actives, lapsers and dormants with specific campaigns.

Work with the Partnerships team to identify optimal channels for acquiring new email subscribers via competitions, social media campaigns and other online channels; monitor churn of new acquisitions and test different promotions for driving conversion to purchase within first three months.

Manage the delivery of response data for tactical lifecycle email campaigns to the CRM agency to facilitate the measurement of targeted tactical on-boarding, reactivation and retention campaigns.
Work with the ESP and the internal IT team to scope and set up the transferral of designer preferences and unsubscribes so as to keep the Corporate data warehouse aligned with the email database.

As owner of the on site email sign up process, work with the Creative team and E-Commerce manager to scope the design and integration of a seamless one-step account registration and email sign up process.

**CRM**

Manage the quality and consistency of data capture across all customer touch points including the website, stores, competitions, call centre and in store events.

Present monthly reports and analysis to the Retail managers on the growth of the marketable customer database, developing initiatives to help improve and drive in store data capture including in store events and staff incentive schemes.

Run quarterly data capture workshops with retail staff, educating them on the importance of capturing good quality data and it’s uses in driving customer retention and loyalty.

Work with the CRM Manager and CRM agency to implement tactical customer lifecycle marketing campaigns via email and direct mail following the completion of a full customer segmentation analysis.

Create a monthly CRM KPI ‘stat-pack’ using data from the monthly KPI meetings with the CRM agency, and present these at the monthly store managers meeting.

Working with the CRM Manager and Retail Manager, develop a customer clientelling programme, targeting the highest value customers; support the CRM Manager in the development of a suite of email and direct mail communications including a welcome programme for these customers.

Following the launch of online credits, work with the E-Commerce Manager and Web Master to develop an on-site refer-a-friend programme to drive loyalty of existing customers.

Manage the communication of results of the first time purchase survey and in store feedback questionnaire providing insights on areas for Customer Service or site performance improvements to key stakeholders.

**Essential Skills and Experience**

- Educated to a 2:1 degree level in either a marketing or business related qualification.
- Advanced level of computer literacy in Microsoft packages, particularly in Excel.
- Proven experience working within CRM/Email marketing and or campaign management.
- Demonstrated experience in working with databases, data analysis, segmentation and email marketing platforms.
- Excellent communication skills both verbal and written.
- Numerate and analytical
- Ability to manage project, organise and prioritise.
- Excellent team player and interpersonal skills.
- Accurate, systematic and methodical.
• Numerate with the ability to produce reports and derive valuable insights and analysis.
• Has a passion for fashion and in particular luxury fashion brands.
• Interest in social media and the digital world.
• Self-motivated, driven and the desire to help.
• Ability to work to strict and tight deadlines whilst remaining calm when under pressure.