

Job Description



Job Title:	CRM Manager
Reports to:	Strategic Marketing Manager
Grade:	
Date:	February 2022

1. Job Purpose

The CRM Manager will be an experienced data led expert who will drive and deliver CRM programmes for the education and public sector teams.

The role will be supporting the Strategic Marketing Manager and Head of Marketing and Digital to embed new CRM systems across the business, supporting the wider teams to embed processes and improvements to commercial activities, ensuring data is at the heart of everything we do.

As a key role within the marketing function, you'll work closely with the senior leadership team to continually evolve the role CRM plays in achieving the business goals.

2. Organisational Structure



3. Dimensions

- Contributes to:
 - Commercial Sales of £115 million
 - Contractual Rebate of £5 million
- Management of key suppliers

4. Principle Accountabilities

- Lead and create CRM implementation plans across the sectors ensuing progress against the plans are measured and monitored.
- Act as the CRM Lead to support the delivery of high quality targeted marketing and digital activity.

- To lead the development of an effective database and CRM for the business. This will include integrating all marketing and commercial activity into the CRM system and supporting the teams with use of CRM.
- Lead and implement a continuous improvement CRM training programme to ensure stakeholders are maximising the system and following best practice.
- Develop, implement and manage CRM marketing plans that will be instrumental in supporting the YPO strategy of increasing revenue at a positive ROI.
- Establish, lead and track ongoing success metrics for CRM initiatives and relate them to ROI to inform decision making.
- Implement improvements to the CRM processes, propose methods to acquire and retain customers and participate in growth campaigns.
- Increase email subscriber base testing new sign-up methods with the wider marketing team.
- Support the commercial analyst and campaigns team on the delivery of email and direct mail test and learn programmes, using customer segmentation to select appropriate audiences.
- Champion a CRM culture across the organisation.
- Support the annual strategic planning process by delivering insight, new ideas and an understanding of the latest digital technologies.
- At regular intervals report progress/risks/requirements to the Board and SLT.
- Negotiate delivery and prioritisation of numerous and complex requirements across stakeholder groups.
- To work co-operatively with colleagues to ensure that the function operates consistently and effectively in the implementation and application of all departmental procedures and policies.
- To keep up to date with information, training and development opportunities appropriate to maintaining and developing professional service standards.
- Ensuring that services are delivered in line with relevant legislation, YPO objectives and policies including those relating to Equality and Diversity, Customer Care and Health and Safety.
- To undertake such other duties as may be required from time to time that reasonably fall within the scope and grade of the post.

5. Planning and Organising

Overall responsibility for delivery of the CRM strategies, in line with the YPO business strategy and supporting commercial plans.

Identify, establish and maintain relationships with key stakeholders involved and communicate to relevant parties so that they are fully aware of their accountabilities and responsibilities with regards to supporting the CRM strategies.

Produce monthly activity reports detailing progress against plan of various work streams.

Ability to react to ad hoc requests from board members and senior management whilst ensuring progress against the overall strategy is not compromised.

Extensive planning and organising to meet objectives and timelines of the CRM strategies and assist with delivery of relevant business objectives as required and appropriate.

Collaborate with Sales team, procurement team, trading team and other relevant stakeholders across the business to ensure delivery of wider organisational objectives.

6. Decision Making

Responsible for decision making regarding the requirements, objectives, success metrics of the CRM systems, taking into account internal stakeholder needs across the business, in line with customers and sector targets.

The role holder will work with the Executive Director, Head of Marketing and Digital and the wider Senior Leadership Team (SLT) to develop, plan and agree all CRM actions within business plan objectives.

Decisions on the development of the overall CRM approach to achieve medium to long term objectives across the YPO sectors.

Engage, influence and guide senior management, and ultimately decide on the best course of action with regards to CRM driven activities, based on data and results.

7. Internal and External Relationships

Internal

- This is a high-profile role within the YPO business and experience of presenting at Board and SLT level is required.
- Significant contact with Board members and SLT.
- Trading, including senior management, category managers and buyers.
- Public Sector Team including senior management, category managers and buyers.
- All colleagues in the Sales and Marketing functions
- Internal relationships with Finance, IT, operations, customer services, HR and other support services.

External

- Marketing and Digital Agencies

8. Knowledge, Skills and Experience

Area	Essential	Desirable	Assessment
Knowledge			
Relevant degree together with a professional or management qualification or significant, demonstrable experience	X		Application
Strong understanding of marketing in a multi-channel environment and how it can be used deliver business objectives	X		Application/Interview
Good understanding of public sector purchasing organisations and the current social, economic, legislative and political environment they operate in.		X	Application/Interview
Knowledge of CRM strategy development and the ability to demonstrate ROI.	X		Application/Interview

Expertise and knowledge of print commerce, ecommerce and m-commerce	X		Application/Interview
Skills			
Excellent interpersonal skills and effective self-starter	X		Application/
Highly organised, team player who can prioritise, estimate project time, and work to deadlines. Accuracy, speed and high standards are also essential requirements.	X		Application/Interview
Proven analytical and reporting skills to analyse and interpret information from a number of sources in a timely manner and to determine its potential use and meet any appropriate deadlines.	X		Interview
Ability to understand and translate customer benefits into technical and functional deliverables	x		Interview
Experience			
Significant experience of developing and delivering CRM strategies in a commercial environment.	X		Application/Interview
Demonstrable experience of influencing and engaging stakeholders in a large multilevel and complex organisation.	X		Application
Proven experience in reducing the amount of unsubscribes and opt outs.	X		Application/Interview
Experience of developing the skills and competencies of others through appropriate development activities.		X	Application
A demonstrable track record in data-led marketing and evidence of delivering on an exceeding targets.	X		Application/Interview
Proven experience covering both digital and print communications as part of CRM strategy.	X		Application/Interview

9. Special Features

Experience of managing 3rd party suppliers

Experience with large, complex projects involving significant business change

Jobholder Signature:

Manager Signature:

Rachel Stothard, Head of Marketing and Digital

Date:

February 2021