

ROLE PROFILE

Job Title	Marketing & CRM Coordinator - MARK005-1	Reports To	Marketing CRM Manager	Location	Vicar Lane
Date Updated:	March 2021	Department	Marketing	Grade	M4

Purpose: To plan and execute an efficient and effective marketing CRM programme and supporting strategy development			
Main Accountabilities	Key Performance Indicators	Skills & Experience	Competencies
<ul style="list-style-type: none"> • Plan and execute the brands CRM strategy e.g. <ul style="list-style-type: none"> ○ Customer cluster targeting ○ Customer lifecycle management ○ Customer profiling - internal data driven ○ Customer segmentation, selection ○ Customer product strategies ○ Relevant channels e.g. Offline, SMS, E-mail, Push, TV (inc. TV media planning), Organic Social, PR • Ensure brand values and guidelines are adhered to • Ensure all marketing activity is appropriately circulated for sign off and meets regulatory requirements • Maintain cost trackers and manage POs • Trading monitoring: daily monitoring and production of weekly report and seasonal reviews • Support ad hoc projects e.g. Credit, Discount plans, testing programmes • Close liaison with broader brand team • International liaison as appropriate • To be committed to the fair treatment of customers at all times • To comply with FCA regulations, where applicable • Demonstrate behaviours in line with our Company values • To take reasonable care for the health and safety of 	<ul style="list-style-type: none"> • Demand targets and ROI met • Customer file performance e.g. OR, DPO, Frequency • Relevant site traffic metrics • Efficient and effective team work • Adherence to internal and industry compliance standards • Effectiveness and efficiency of marketing budget 	<ul style="list-style-type: none"> • Experience in relevant areas of CRM marketing • Educated in Marketing, Business Studies to A Level or Degree Level, OR have relevant experience • High level of drive and motivation • Knowledge of emerging technologies • Highly organised with a strong attention to detail • Ability to work under pressure to tight deadlines with high levels of accuracy • Strong written and verbal communication skills • Can work individually or as part of a team 	<ul style="list-style-type: none"> • Planning & Prioritisation • Proactive & taking ownership of results • Creative and innovative • Communication • Comfortable working on own initiative and strong team player • Positive outlook and can deal with change • Collaborative • Works with pace and energy

Customer First

Integrity

Together

Innovation

Fair

yourself and other persons who may be affected by acts and omissions at work			
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Dimensions: Reports to the Marketing CRM Manager and works closely with Onsite Trading Team, Marketing Services, Digital Optimisation Team.

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