



Role Profile

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| Job Title | Marketing & CRM Executive | Reports To | CRM Manager | Location | Bradford Hub |
| Job Code | MARK005-1 | | Grade | M4 | |
| Date Created / Updated | September 2021 | | Department | Customer Team | |

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| Purpose: To plan and execute an efficient and effective marketing CRM programme and supporting strategy development | |
| Your Role Accountabilities | Skills & Experience |
| <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 • Ensure compliance with all applicable UK and local regulations, Company Policies and FCA Conduct Rules • Demonstrate behaviours in line with our Company values • To take reasonable care for the health and safety of yourself and other persons who may be affected by acts and omissions at work | <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 |