



ROLE PROFILE
(March 2021)

Job Title	Placement CRM Analyst	Reports To	CRM Development Manager	Location	Bradford
Date Created:	March 2021	Department	Customer – Data, Insights and Experience	Grade/Band	TR

Purpose: The purpose of the role is to provide support for the execution of marketing campaigns across various channels (including Email, Push, SMS and DM), providing insight-based recommendations for improved customer targeting, and supporting the wider team with producing digital and data-based insight to the business.

Main Accountabilities	Key Performance Indicators	Skills & Experience	Competencies
<ul style="list-style-type: none"> Support the CRM team with all regular tasks completed to ensure the accurate and timely selection of customers across digital channels Conduct offline campaign selections, and production of promotional codes Produce timely and accurate results and reports to understand the success of the marketing activity across channels Proactively identify opportunities for improved customer targeting using insight-based recommendations Support the wider team to ensure that key objectives are met and to increase awareness of different parts of the team Manage workload effectively to ensure deadlines are met Actively participate in meetings attended Be able to communicate effectively with different levels of management To comply with FCA regulations, where applicable Demonstrate behaviours in line with 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. To be committed to the fair treatment of customers at all times. 	<ul style="list-style-type: none"> Accuracy of analysis Execution of campaigns Being Proactive Timeliness of Delivery Internal Customer Satisfaction External Customer Satisfaction Productivity Timekeeping 	<p>Essential:</p> <ul style="list-style-type: none"> Strong numerical skills and understanding of data Relevant degree (for example, but not limited to, Data Science, Statistics, Economics) Computer literate – good understanding of Microsoft Office Packages (e.g. Excel, Powerpoint) Ability to work with high level of accuracy, and attention to detail to time critical deadlines Organised with great time management skills Enthusiastic, problem solving and interpersonal skills with ability to put your ideas across verbally and in presentations Good team player <p>Desirable</p> <ul style="list-style-type: none"> Interested in digital focused business Relevant CRM or data/insight based work experience 	<ul style="list-style-type: none"> Technical skill Results Focus Customer Focus Planning and Prioritisation Communication Managing Self and Others Communication Negotiating and Influencing Teamwork

Dimensions: Reports to CRM Development Manager, working closely with other Analysts within the CRM team.

NB. Organisation chart must be added to the bottom of role prof

