

## ROLE PROFILE

<b>Job Title</b>	<b>CRM Specialist</b>
<b>Business Unit</b>	BBU
<b>Function/Region</b>	Global Marketing
<b>Location</b>	Richmond, London
<b>Leader</b>	Digital Acceleration Lead
<b>People Leadership</b>	N/A
<b>Job Level</b>	4B
<p><b>Role Purpose</b></p> <p>A hands-on role that owns and accelerate data-driven CRM Programmes within assigned local Markets. This role will be responsible for brand activation through CRM, owning lead and customer data acquisition, enrichment, retention initiatives, and driving CRM performance management to achieve CRM KPIs.</p>	
<p><b>Accountabilities</b></p> <p><b>Plan</b></p> <ul style="list-style-type: none"> <li>Plan, manage and execute lead and customer data acquisition, enrichment, and retention initiatives in line with business objectives</li> <li>Manage and own CRM agencies relationships, working with both regional and teams to own local CRM roadmap, strategies and action plans, and driving the best-in-class customer engagement and loyalty across key touchpoints.</li> <li>Drive omni-channel CRM excellence by ensuring continuity in consumer experience across owned (DTC, brand.com and e-retail channels</li> <li>Collaborate with Brand Teams&amp; Content Factory to customise CRM content with the purpose of consumer driving engagement.</li> </ul> <p><b>Data &amp; Analytics</b></p> <ul style="list-style-type: none"> <li>Champion data quality and ensure data compliance, working with legal team to ensure customer data policy compliance and incorporate right data management tools/ process where necessary.</li> <li>Own and drive quantitative data analysis to identify areas of opportunity, translate data, customer insights, and customer segmentation into actionable, results-oriented audience marketing programs focusing on the following: <ul style="list-style-type: none"> <li>1) Increasing lead acquisition and recruitment</li> <li>2) Retention of customers by developing trial and loyalty</li> </ul> </li> <li>Co-own CRM KPIs with local teams, including CRM technologies adoption, and CRM Performance Dashboard.</li> </ul> <p><b>Activation &amp; Operations</b></p> <ul style="list-style-type: none"> <li>As marketing automation lead, build and execute highly personalized cross-channel communications, campaigns and nurture programs.</li> <li>Create and implement test strategies, including A/B multi-variant testing that maximise conversions, manage set-up and configuration of data-driven campaigns ensuring deliverability and performance optimization.</li> <li>Own CRM related programmes (i.e. Loyalty programmes, Marketplace Integration, eCommerce / Order Management System integration, Net Promoter Score surveys, etc.) across the markets.</li> <li>Partner Ecom &amp; DTC team on all acquisition and loyalty building strategy and activities on all Ecom channels.</li> </ul>	

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