



CRM Marketing Manager

We are looking for a Customer Relationship Management (CRM) Marketing Manager who is responsible for defining, managing and delivering lifecycle engagement programmes to retain our existing clients. The ideal candidate will have at least three years CRM and customer lifecycle management experience. The core objective will be to increase usage of Foresight Factory online and therefore increase client retention.

We welcome applicants based on the requirements and role description below

The sort of things you'll be doing:

- ▶ Identify the key customer life cycle stages (onboarding, activation, in-life, reactivation, pre-renewal etc.), set targets and design multi channel communication programmes to increase client retention.
- ▶ Analyse key performance metrics determining engagement (content views, shares, downloads etc.) and create triggered relevant communications to drive engagement.
- ▶ Analyse usage data to identify attrition behaviour.
- ▶ Segment the client user base based on job function and behavioural data to create relevant messaging.
- ▶ Define measurement and performance targets for engagement programmes.
- ▶ Work with our Client Partner team to develop an account engagement plan, providing early warning alerts when activity declines and improve data quality.
- ▶ Drive awareness and usage of new platform features and functionality.
- ▶ Work with Product Development team to identify product gaps.
- ▶ Work closely with Content team to leverage platform content to drive engagement and retention.
- ▶ Implement a 'test, measure, learn' approach to all CRM activity to maximise effectiveness, efficiency and engagement.
- ▶ Ensure all communications comply with Foresight Factory brand guidelines and tone of voice.
- ▶ Provide proactive, timely evaluation and reporting for all CRM activity to Marketing Director and company board demonstrating contribution to commercial targets / goals e.g. Foresight Factory online retention.
- ▶ Use our CRM platform - Pardot to create engagement programmes, email templates and analyse performance.

Requirements for the role:

- ▶ Three years minimum experience in CRM
- ▶ Experience of setting up customer messaging lifecycle



- ▶ Experience of database marketing and data segmentation
- ▶ Data analysis experience
- ▶ Strong data literacy, you must be confident to draw insight and conclusions from data
- ▶ Excellent knowledge of MS Office (Outlook, Excel, PowerPoint); Content
- ▶ Management Systems; Google Analytics; InDesign; Salesforce; marketing automation tools e.g. Pardot
- ▶ Client focus and an eye for detail
- ▶ Ability to critically evaluate marketing creative assets e.g. web/email design and copy
- ▶ Be able to think through an end to end client communications journey
- ▶ Be confident to use your initiative to problem solve
- ▶ Ability to plan and juggle competing priorities
- ▶ Strong interpersonal skills, and ability to build positive relationships at all levels
- ▶ Excellent verbal and written communication skills

And you get bonus points if:

- ▶ You have experience of Pardot
- ▶ You have email HTML experience e.g. can understand and code email HTML
- ▶ Experience with B2B CRM

A few of the benefits:

- ▶ Starting salary: from £30,000 per annum, depending on profile and experience.
- ▶ 28 days of annual holiday.
- ▶ A relaxed working environment with a casual dress code
- ▶ Fruit, snacks and lots of tea, coffee and cold beverages
- ▶ Team building, social events and random fun nights out!

After you've settled in:

- ▶ Flexible working
- ▶ Work place pension
- ▶ Season ticket loan
- ▶ Cycle to work scheme

How to apply:

Please send your CV and a brief covering letter (no more than 300 words) telling us why you are interested in working with us to careers@foresightfactory.co Closing date for applications 31st August 2019.

Please note that only those successfully selected for interview will receive a reply. We therefore thank you in advance for your interest in working with us and taking the time to apply.