

CRM Data Marketing Executive - Jan 2019

Role: CRM Data Marketing Executive

Band: C

Team: Levy Payer Communications

Reports to: CRM Manager / Publications Team Manager (as appropriate)

Band Descriptor: Specialist team members with experience of specific fields, amending and constructing processes to particular criteria. These roles will be technically knowledgeable in a defined field. May have some supervisory/team leader responsibilities.

Contribution to Corporate Business Plan: Collaborating and providing technical knowledge

Role Purpose: To support the effective delivery of elements of the Sector/AHDB communication business plan.

Key Responsibilities:

- Support the delivery of defined projects across sectors/AHDB.
- Deliver and monitor operational activities / BAU and work streams as directed by senior colleagues
- Assist in the delivery and measurement of a range of data led projects, campaigns and initiatives across sectors
- Actively participate in actions that fosters a collaborative culture within the team and delivers the AHDB corporate vision
- Provide technical support for designated areas/audiences/topics
- Efficient monitoring of budgetary expenditure for specific projects
- To work across the team to ensure consistent, high quality outputs and AHDB brand integrity
- Identifying opportunities to deliver better value for money and to improve processes and systems.

Job Specific Activity (not a definitive list):

- Compliant, timely and relevant data selections to drive effective campaigns
- Updating and maintaining the CRM system
- Ability to deliver segmentation and analysis to provide insight into campaigns effectiveness.
- Support the CRM projects activity such as delivering automated content/ campaigns, developing the communications matrix and hierarch and integrating / manipulating data sets.
- Responding to internal and external queries (CRM/GDPR/Data/Publications) via phone or email.

Delegated Authority:

- No budgetary responsibility

Person Specification – Knowledge/Skills/Experience:

- Will be knowledgeable in professional area, including reasonable level of practical experience
- May have relevant entry level professional qualification
- Knowledge of CRM systems preferably Microsoft Dynamics and ESP preferably Click Dimensions
- Creating, and analysing, targeted and accurately segmented marketing selections across media's.
- Developing and running reports that deliver insight on customers and their interactions with us
- Working in or with a marketing team.
- Knowledge of both the Data Protection Act and GDPR
- Good project management and attention to detail

- Team player and able to work off their own initiative

	Area of Expertise	Level Required
1	Influencing & Negotiating	2
2	Creating & Inspiring Commitment	2
3	Planning & Organising	3
4	Project Management	3
5	Data / information collection & management	3
6	Quality Ownership	2

	Behaviours	Level Required
1	Customer Mind-Set	4
2	Performance Driven	4
3	Respecting Others	4
4	Working in a Matrix	4

Version	Date	Author	Description
1.0	May 2016		Original
2.0	June 2017	HR	Amended AOE