



cewe

Job vacancy at CEWE: **CRM Executive**

 Salary:	Competitive
 Type of employment:	Full time, permanent, currently based on a hybrid model with 3 days in the office, 2 days working from home.
 Reports to:	Digital Marketing Manager
 Location:	CEWE Ltd, Warwick, CV34 6RR

CEWE is an international leading company in photo services and commercial online printing. We produce and sell photo products, including millions of copies of the CEWE PHOTOBOOK, that are unique, personal and bring joy to customers.

With our excellent products and unique service quality, the company has positioned itself as no. 1 in the European photofinishing market. Our position is supported by the many awards we have received for innovation, product quality and quality services.

Our customers include walk-in retailers as well as online retailers and in total we supply over 20,000 retailers in 25 European countries.

With over 4,000 employees and state-of-the-art machinery across 14 high tech production sites, our business is forward thinking, consistently investing in new products and technologies and absolutely committed to delighting customers in everything that we do.

In the UK and ROI, we have a B2C offering as well as B2B. Our commercial partnership with Boots Photo means we have CEWE Photo stations in over 2000 Boots stores.

Our UK office and production site is based in Warwick, near Royal Leamington Spa and we have over 80 highly motivated employees on site. For further information about the company go to www.cewe.co.uk.

The Role

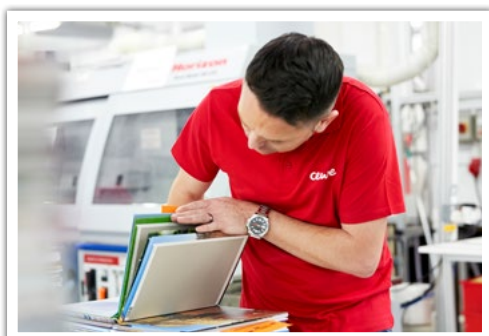
We are looking for a proactive Email Marketing Executive to join our team. This permanent role is for someone who is looking for their next role in the CRM field and gain hands-on experience in a thriving, supportive and growing marketing team.

Key Responsibilities

- Supporting the Digital Marketing Manager with planning and assisting with the development and maintenance of the CRM Strategy
- Managing the build, scheduling and sending of email campaigns to retain, reward and reactivate customers at different stages of the consumer lifecycle
- Managing automated campaigns by mapping customer journeys
- Designing and managing A/B testing programme, implementing winning strategies
- Monitor overall programme KPIs and report on performance using insights to measure campaign success and inform future campaigns
- Working closely with Brand Marketing to ensure that brand guidelines are adhered to at all times
- Managing the database to constantly improve customer segmentation, targeting and performance.
- Identifying opportunities for data collection to increase the database size
- Monitoring competitor activity and conducting competitor analysis
- Assisting with creating content for Email Newsletters
- Networking with colleagues in various countries in order to integrate, learn and share knowledge across CRM teams

Key Requirements

- The ability to meet tight deadlines and outstanding time management skills
- Building emails and other content as part of a wider marketing campaign
- Implementing strategies to test the various forms of marketing developed by your team
- Liaising with other departments to create a CRM strategy that works across the board
- Strong written and verbal communication skills
- Ability to interpret data and recommend improvements
- Good attention to detail and a creative approach to problem solving
- Strong team player with the ability to persuade others to buy into ideas/projects
- The ability to pick things up quickly and the desire to continually update knowledge/skills



General Duties

- The CRM Executive is responsible for other such duties as specified by the Management team and Directors to enable the Company to fulfil its orders and obligations.
- Adherence to Company Rules and Regulations, including Health and Safety, as outlined in the Company Handbook and Health & Safety Manual.
- Maintaining the confidentiality of all knowledge and information appertaining to the Company, its customers and its employees

Required Skills

Essential

- Previous CRM experience in a 'Business to Consumer' setting
- Ecommerce retail experience
- IT literate with a sound appreciation of CRM platforms (e.g. SAP CRM) and previous experience of using website analytics software (e.g. Google Analytics)
- Strong written and verbal communication skills
- Previous experience creating copy for email newsletters
- Ability to interpret data and recommend improvements
- Good attention to detail and a creative approach to problem solving
- Strong team player with the ability to persuade others to buy into ideas/projects
- Excellent time management/multi-tasking skills
- The ability to pick things up quickly and the desire to continually update knowledge/skills
- Motivated, committed and flexible

Desirable

- An interest in photography
- Knowledge of SAP CRM
- Knowledge of Adobe Analytics
- Knowledge of Salesforce



Should you feel your skillset is in line with the requirements of the job role and you feel you would be a great fit to the CEWE Team, please send your CV to **Victoria Powell** at Victoria.Powell@cewe.co.uk

Due to receiving a large quantity of CV's, if you do not hear back from us within 14 days then please note your application was not shortlisted and therefore unsuccessful for this role. Please do look out for future vacancies and re-apply for a role which may be in line with your skillset.