

Yeo Valley Limited

Job Description



THE DETAILS	
JOB TITLE	CRM Campaign Manager
BUSINESS ENTITY	Yeo Valley Organic Limited
TEAM/DEPARTMENT	Brand
SITE THE ROLE IS BASED	YVHQ
REPORTING LINES	
REPORTS TO	Head of Communications
DIRECT REPORTS	1-2
TEAM SIZE	<20
BUDGET RESPONSIBILITY	£100k
ROLE & PERSON SPECIFICATION	
Key Aim of The Role	As a visionary CRM Campaign Manager you will lead the execution of CRM campaigns using Bloomreach. This includes collaborating with teams across Loyalty, Product and Creative to drive customer engagement and business outcomes. You'll be instrumental in improving the relevance and impact of Yeo Valley Organic's communications across email, enhancing user experience and meeting loyalty and channel KPIs.
Key Responsibilities	- You will manage the end-to-end of CRM campaigns, including design, scheduling, segmentation and personalisation ensuring personalisation, better UX embracing a test and learn culture and email best practice to optimise campaign performance - You will work closely with Loyalty, Product and Creative teams to integrate CRM initiatives into the user journey ensuring compliance with GDPR and other data privacy regulations. - You will own analytics and reporting, tracking campaign performance metrics, including loyalty performance, accounts and activities as well as open rates, click-through rates, and conversions to extract actionable insights, and adjusting campaigns for improved performance. - You will be responsible for the focus on CRM - segmentation, data and emailers across the family of business including but not limited to visit, events and Little Yeos. - You will proactively for staying up-to-date on CRM best practices and Bloomreach capabilities. This includes recommending new tools, features, or processes to improve efficiency and effectiveness and embracing the Academy and Ambassador programme - A strong attention to detail and focus on quality assurance, ensuring campaigns are delivered error-free. - Manage the Marketing Executive (Visit/Events) providing mentorship and direction in channel strategy, campaign execution and optimisation for Visit and Experience activities including 'In the Valley' section of yeovalley.co.uk