

Job Title: CRM/Direct Marketing Coordinator **Marketing Department - Godalming**

With 30 years heritage and originally founded by true book enthusiasts, The Book People have always been and will always remain a brand with heart; priding ourselves on creativity, longevity and authority within the bookselling industry. We believe that every mind should be nourished, young and old. So we curate inspirational reading at incredible prices. Our mission is to inspire a lifelong love of reading by bringing great value books to our customers wherever they are.

We are currently going through exciting digital transformation, putting the customer at the forefront of our brand and credibly going from story sellers to story tellers. We operate a unique and unrivalled business model that is rapidly being taken to the next level with a strong strategy and plan in place to deliver big growth. We are looking for a CRM/Direct Marketing Coordinator, who is naturally customer focused to contribute to this, by supporting the build of a thorough and robust customer journey across both online and offline channels. The role will report into our CRM/Direct Marketing Manager and work closely with our CRM/Direct Marketing Executive and be perfect for someone who wants to get stuck in and learn as much as possible on the job, thrives on a challenge and being busy, wants to be part of ambitious growth plans and likes the idea of making their mark on a growing business.

The role...

- Support the CRM/Direct Marketing Manager, CRM/Direct Marketing Executive and CRM agency to deliver a robust online/offline CRM strategy that aligns with our overall 3 year plan
- Coordinate the end to end requirements for delivery of all emails, direct mail and any future CRM plans
- Build, maintain and communicate an efficient and streamlined cross-functional process that supports the delivery of revenue driving CRM/direct marketing
- Work with our in-house design team and creative agency to optimise and build fresh, new and engaging templates for all CRM/direct marketing
- Build, maintain and communicate 'customer facing' weekly competitor reports
- Support the wider marketing team as required, in particular the local/B2B Marketing Executive as necessary
- Support driving data analysis and work closely with our analytics team to understand the instrumentality of our existing CRM practices
- Support a new 'Test & Learn' CRM plan

You will have...

- Marketing graduate and/or equivalent experience in a retail marketing team
- Some experience/knowledge of working in a multi-channel retail business
- Some experience/knowledge of direct and digital marketing practices
- Experience working with agencies and as part of a team
- Some knowledge of core programming automation concepts
- Some knowledge of email development principles – HTML, CSS and UX
- Some understanding of direct mail and other offline channel CRM planning and targeting
- An unrivalled knowledge of GDPR, ASA and pricing practices rules/guidelines
- A willingness to learn more about interpreting raw data to inform decisions
- A proven track record of working at a fast pace with tight deadlines in a busy environment
- Possess a genuine desire to help the business build its brand and achieve its ambitions



Admin: [Adjust as necessary]

Monday to Friday 9.00am-5.30pm (37.5 hours per week)

Competitive salary

Based in Godalming

Travel to our agencies based in Manchester will be required as necessary

Travel to our offices in Bangor and Haydock may occasionally be required

Method of application

If you would like to be an integral part of the team, please submit your CV along with a covering letter to katie.mcdonald@thebookpeople.co.uk