

Job Title: CRM/Direct Marketing Manager 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 Manager who loves working with data to contribute to this, owning the customer journey across both online and offline channels. The role will be perfect for someone who 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...

- Work with our CRM agency to deliver a robust online/offline CRM strategy that aligns with our overall 3 year plan
- Own the end-to-end CRM process for emails, direct mail and any future CRM channels
- Own the CRM marketing calendar ensuring efficient and quality communication across the business
- Own the CRM budget
- Support, develop, mentor and manage one CRM Executive
- Drive data analysis and work closely with our analytics team to understand the instrumentality of our existing CRM practices
- Build and deliver a segmented optimisation plan for all existing direct marketing initiatives
- Introduce a robust 'Test & Learn' CRM plan
- Introduce data driven recommendations for system updates, new channel selections and data management practices and processes
- Use data to define the most effective segmentation model and progress current and future strategies to drive increased retention rates and LTV
- Introduce a prospect conversion strategy to increase the conversions from email sign up

You will have...

- At least 2 years of experience managing CRM strategies, systems and processes
- Experience working in a multi-channel retail business
- Experience owning direct and digital marketing in a retail environment
- Experience working with and managing agencies
- A strong understanding of core programming automation concepts
- A strong understanding of email development principles – HTML, CSS and UX
- A strong understanding of direct mail and other offline channel CRM planning and targeting
- An unrivalled knowledge of GDPR, ASA and pricing practices rules/guidelines
- A good knowledge of interpreting raw data to inform decisions and planning
- A proven track record in successfully hitting customer retention and re-engagement targets



- 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:

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 marketing team, please submit your CV along with a covering letter to becky.waters@thebookepeople.co.uk