

CRM MARKETING EXECUTIVE – Godalming

Looking to progress your career in CRM and email marketing? Want to work for a respected retailer in an exciting time of expansion? Then look no further! As CRM Executive you will be a key member of a growing marketing team and help with the delivery of our email and catalogue marketing, as well as working with various other ecommerce teams to deliver exciting marketing campaigns.

The company:

Book People sell an extensive range of hand-picked books, gifts, toys and stationery through its award-winning website. We also work closely with schools and workplaces across the nation to host exciting events and nurture a lifelong love of reading. Why not join the next chapter of our story and see for yourself the reason so many book-lovers choose Book People.

The role – main responsibilities:

- CRM personalisation – ensure that our CRM communications are as relevant and targeted as possible, using the technology at our disposal.
- Email marketing – work with our ecommerce team to develop and build email campaigns and programmes focussed around our exciting brands.
- Catalogue Marketing – work with the wider catalogue team in printing and publishing our catalogues as well as termly school publications.
- Reporting – using Google Analytics, you will report on key marketing activities relating to our email marketing strategies and provide weekly performance results to the wider team.
- Teamwork – work together with the rest of the marketing department, including our customer acquisition teams and search marketing team to gain knowledge of other areas of digital marketing.

The ideal candidate will:

- Have strong experience using a CRM/email marketing tool and be experienced using Google Analytics.
- Be degree educated in a business-related function (e.g. business, marketing or advertising) or have experience in a similar function.
- Be highly organised with the ability to multi-task.
- Be a team player with strong communication skills.
- Have excellent attention to detail.
- Be able to meet deadlines with strong time management.
- Have strong numerical aptitude with experience reporting on marketing campaigns.
- Have experience using Microsoft Office (Excel in particular).

Start date:

As soon as possible.

Hours of work / Salary:

Monday to Friday, 9.00am - 5.30pm (37.5 hours per week). Competitive salary, to be discussed at interview stage.

Method of application:

Please submit your CV along with a covering letter to Sam Allen – Senior Personalisation Manager – sam.allen@thebookpeople.co.uk

Closing date for applications: Monday, 25th February 2019