



# Example of CRM Executive Job Description

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Our growing company is looking for a CRM executive. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for CRM executive

- Working closely with other key teams in NOW TV
  - Review our weekly viewing dashboards to understand what our customers are watching
  - Feed in knowledge of the content schedule to support campaign planning
  - Contribute to the Cross Sell, Broadband and Retention campaign planning sessions – and plan your own small sized campaigns
  - Know your customers – look for opportunities based on the results of your campaigns
  - Manage contact data rules for the customer to ensure they're not over-contacted
  - Work with internal campaign design teams and third party providers to deliver end-to-end, direct, e-mail, and social marketing communications across all channels
  - Alongside the Marketing Manager you will be developing online personalisation programmes using Optimizely (a third party tool) and our CRM customer data
  - You'll work closely with the Customer Marketing Manager to deliver targeted communications campaigns across a number of channels including email, direct mail, SMS, targeted social media and digital
  - Assist planning of emails by working with key stakeholders from Category Trading and Trade Card teams, considering seasonally relevant themes, external events and competitor activity
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- Track and Report on Key Performance Indicators (KPIs)
- Support Retail project by analyzing each stores' CRM data and to act on improvement ideas
- Budget management under guidance of Marketing manger
- Experience in email marketing and ESPs (ExactTarget, Neolane, Responsys, Silverpop )
- Knowledge of direct mail and email production processes
- Self-motivated, enthusiastic and ability to think strategically