

**GOODWOOD**

**The Role**

**The Junior CRM Executive** will be part of **the Data & Insights team** and will report to the **CRM Manager.**

**About us**

At Goodwood, we celebrate our 300-year history as a quintessentially English Estate, in modern and authentic ways delivering extraordinary and engaging experiences. Our setting, 12,000 acres of West Sussex countryside and our story both play significant roles in Goodwood’s success. What really sets us apart is our people. It is their passion, enthusiasm and belief in the many things we do that makes us the unique, luxury brand we are.

**Passionate People**

It takes a certain sort of person to flourish in such a multi-dimensional environment like Goodwood.  We look for talented, self-motivated and enthusiastic individuals who will be able to share our passion for providing the “**world’s leading luxury experience.**”

**Our Values**

**The Real Thing Daring Do Obsession for Perfection Sheer Love of Life**

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| We employ meticulous attention to detail to create experiences, as they should be. We are honest and open. | We don't mind breaking the rules to create the best possible experiences. We will take tough decisions | It’s a team thing – everybody mucks in to make things happen. We're madly passionate about what we do | We want to make everyone feel special by loving what we do. |

**Purpose of the role**

The Junior CRM Executive is at the very heart of our strategic customer targeting. Aiding and supporting a range of Goodwood businesses covering our flagship events such as Festival of Speed, The Goodwood Revival, Members’ Meeting, ‘Glorious Goodwood’ and Goodwoof! The role also supports our diverse range of 365 businesses, including Memberships, hotel, restaurants and the historic motor circuit among other exciting areas.

They will own the delivery and execution of the ‘customer-first’ customer journey strategy across multiple channels such as email, pay-per-click advertising and surveying: including communication optimisation, data segmentation and maintenance, data enquiries and reporting on departmental KPIs. The role is the key liaison point for the different business Marketing teams and provides support to the CRM Manager and wider Data & Insights team.

**Key responsibilities**

* Liaising with the different business Marketing teams to manage the customer journey campaigns, including existing campaign management as well as planning and executing new journeys as required: these include welcome programmes, upsell and cross-sell campaigns and reengagement sequences.
* Reporting on customer journey performance metrics such as click through rates, unsubscribes and cost attribution to add value to the campaign planning process and implement learnings.
* Data segmentation for communication purposes within our data warehouse and EMS platform across email, SMS, DM, PPC and retargeting campaigns across Google and social.
* Testing and scheduling campaigns across channels. This includes quality control to ensure brand protection.
* A go-to expert user of the EMS, including A/B testing, dynamic personalisation, digital best practices and ongoing training on new features and functionality.
* Support the planning and execution of Pay-Per-Click (PPC) advertising campaigns, working with Marketing teams as well as our PPC agencies.
* Provide insights and recommendations for optimizing ad spend and improving ROI.
* Collaborate with the marketing team to develop compelling ad copies and creatives.
* Work with the wider Data & Insight team to analyse customer behaviour data to identify trends and opportunities and translate this into actionable strategies for the Marketing teams.
* Support the implementation of data capture methods including WIFI and CMS form integration.
* Managing and replying to data enquiries for internal stakeholders and customers including data access requests, marketing opt-out requests.
* Creation, management and distribution of surveys across the business.
* Basic reporting on surveys and support to the wider Data & Insights team on business feedback.
* Provide support to the CRM Manager to deliver projects, strategy and team KPIs.
* Contribute to the ongoing improvement of CRM and multi-channel processes and workflows. Suggest and implement enhancements to maximize system efficiency.

**Qualities you will possess**

* Passion for what you do
* Positive and friendly with a “can do attitude”
* Attention to detail
* Ability to prioritise and organise
* Proactive
* Take responsibility for yourself
* Confident to make decisions and to stand by them
* Good negotiation and influencing skills
* Excellent communicator
* A sense of fun!