

# CRM Manager

## Basic Job Information

Job Title	CRM Manager
Brand/Function	Audi, VWPC, SKODA, CUPRA/SEAT
Department	Marketing
Job Grade	D/D2
Location	Blakelands
Role Reports to	Customer Experience Strategy Manager
Direct Reports	0
Budget Accountability	No

## Job Purpose

- Responsible for developing and managing all aspects of the brand's CRM Customer Journey for all sales channels and customer types, across the end to end lifecycle from enquiry to repurchase.
- Responsible for identifying and implementing appropriate CRM campaigns, utilising the best data strategy and optimising their performance, and deriving insights to take forward into future campaigns.

## Key Areas of Responsibility

- Contribute to the development and implementation of the long-term strategy for the brand's customer loyalty communications and prospecting.
- Support the development of new communication opportunities, driven by data intelligence, in order to improve marketing efficiency, customer experience in online and offline channels, customer loyalty and satisfaction.
- Advocate for C&V4L data intelligence, digital and marketing analytics and ensure that customer insights are acted on by the marketing team and wider business.
- Responsible for developing and implementing all aspects of the brand's CRM Customer Journey for each sales channels (Network and Direct) and to all customer types (B2C or B2B), across the end to end lifecycle from enquiry to repurchase.
- Develop a close working relationship with the Network Sales team and brand network to improve data capture and quality in adherence with the Group's interpretation of GDPR guidelines.
- Work with the brand Network Sales team to improve the networks understanding of the CRM programme, the drivers of loyalty including the importance of data consents.
- Work with the digital and direct sales teams to ensure the direct sales channel communications are effective and support the optimal direct customer journey.
- Working with VWFS to ensure that the customer journey for finance customers is coherent and relevant across brand and VWFS touch points.
- Responsible for any brand requirements to build our data intelligence and understanding of customer needs, including but not limited to; on-line surveys, customer research, segmentation identification, new segment prospecting activity.
- Support the brand requirements for tactical actions and direct communication interventions., with the objective to demonstrate a direct impact on ROI.

- Take ownership of all your briefing processes to the creative agency and to the data agency, including reviewing and consulting on the data briefs with internal stakeholders.
- Work with the agencies to develop robust and insightful post campaign analysis in a timely manner.
- Act as the Brand Data Champion, working with the VWG CX department to ensure any GDPR queries and actions are implemented in the brand.
- Support the business with customer research as appropriate.
- Ensure all activities are within pre-agreed budget limits and consider ROI when evaluating creative solutions and the procurement of all materials.
- Manage the procurement and contractual process to ensure compliance for new projects and renewal of existing supplier activities.
- Cross-functional collaboration on actions to support VWG and Brand strategic priorities including but not limited to connected services, e-commerce solutions, systems integrations, future sales models and moving to more sustainable solutions.
- Task ownership and responsibility for operational matters relating to the traditional business model whilst also having an active involvement in business transformation projects and workstreams such as eCommerce and Agency .
- Support and take an active role in the establishment of the new processes, technology, ways of working, rules of engagement and business needs relating to business transformation projects.

### **Compliance Responsibility**

### **Working Relationships**

- Customer Experience Strategy Manager
- Customer Journey Manager
- Data Intelligence and Loyalty Manager
- Other Group CRM Managers
- Cross-departmental collaboration
- Network Sales Teams
- Direct Sales Team
- VWG CX Department
- Management of key agency relationships

### **Skills**

- Customer orientation
- Project management and delivery focussed
- Must be flexible and adaptable to fast changing situations
- Good organisational skills are required for the successful management of multiple and varied projects
- Analytical and able to determine priorities from a mass of data
- Strong attention to detail
- Ability to combine data from external and internal sources, translate them into clear customer insights and present them to senior business stakeholders
- Ability to approach business questions in a customer-centric way
- Excellent communication skills both verbal and written
- Strong eye and opinion on creative executions
- Highly self-motivated and forward thinking

## Experience

- Marketing communications or CRM roles
- Experience of analysing and interpreting Digital and Marketing metrics (including website analytics, CRM, upper funnel customer metrics, etc.) and ROI
- Agency Management
- Budget Management

## Qualifications

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## Career Pathways

- Data Intelligence and Loyalty Manager
- Customer Journey Manager
- Brand Communications Manager
- Performance Marketing Manager
- Digital Content Manager

## Version Control

Date	Version No.	Reviewed by	Comments/Action
From 2021 onwards document version control is controlled via SharePoint, the latest version of this document will be held on Life Online and therefore this document is uncontrolled if printed.			