**ROLE PROFILE**

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| **Role Title** | **Head of CRM** | **Location** | **GB and Ireland** |
| **Business Unit** | **Channel Strategy & Planning** |  |  |
| **Reports to Role Title** | **Commercial Excellence Director** |  |  |

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| **PURPOSE** |
| The Head of CRM will be responsible for developing and implementing the company's CRM strategy to maximize customer acquisition, retention, and engagement. This role requires a strategic thinker with a deep understanding of CRM systems, data analysis, and customer lifecycle management. With a customer-centric approach, the Head of CRM will drive customer loyalty and business growth through innovative CRM practices. This position also involves developing and leading a high-performing and collaborative team. |
| **CORE ACCOUNTABILITIES** |
| **Strategic Leadership:*** Develop and execute a comprehensive CRM strategy aligned with the company's business objectives.
* Lead the CRM team to deliver exceptional customer experiences and loyalty.
* Collaborate with cross-functional teams (Marketing, Sales, Customer Service, IT) to ensure seamless integration of CRM initiatives.
* Promote a customer-first mindset across the organisation to ensure every department understands the importance of customer satisfaction and loyalty.

**CRM Management:*** Oversee the selection, implementation, and maintenance of CRM systems and tools to create a 360-degree view of the customer for personalised and targeted approaches.
* Ensure data integrity and accuracy within the CRM system.
* Continuously assess and optimise the CRM system to meet evolving business needs.
* Implement industry best practices for CRM management, including regular system audits, data cleaning, and user training.

**Customer Insights and Analysis:*** Analyse customer data to identify trends, behaviours, and opportunities for personalised engagement.
* Develop and implement customer segmentation strategies to tailor marketing efforts.
* Utilize data-driven insights to inform decision-making and improve customer experiences.
* Examine data related to customer journey across channels. Identify all sources of data mapping from point of capture to collection to use of data (targeted use / reporting)
* Analyse customer data entities and attributes captured during the Customer lifecycle, focusing on the prospect for customers and the digital selling handoffs.
* Pricing and promotion analysis, strategies, execution, and management.

**Campaign & Data Management:*** Design, execute, and monitor targeted CRM campaigns to drive customer engagement and conversion.
* Measure the effectiveness of CRM campaigns and initiatives, and optimise based on performance metrics.
* Incorporate data protection and e-Privacy (electronic direct marketing and cookies) regulatory requirements (e.g., GDPR) and cybersecurity measures into CRM.
* Adherence to the requirements of the incoming EU AI Act, where applicable (including Risk model assessment).
* Ensure compliance and documentation with industry standards and best practices for data collection and control / handling, and data security.

**Customer Lifecycle Management:*** Develop and implement strategies to enhance customer journey stages from acquisition to retention and loyalty.
* Create programs to improve customer onboarding, engagement, and advocacy.
* Identify and address potential churn risks with proactive retention strategies.
* Prioritise mobile optimisation, accessibility and responsiveness to cater for an increasingly mobile user base (internal Sales/Account teams as well as Customers).
* Ensure the UX for mobile devices is intuitive, accessible/inclusive and supports seamless, low-friction navigation paying particular attention to any process hand-offs to external / 3rd party sites/applications

**Team Leadership and Development:*** Lead, mentor, and develop a high-performing CRM team.
* Foster a culture of continuous improvement and innovation within the team.
* Set clear goals and performance expectations, and provide regular feedback and coaching.

**Best Practices in CRM Management and Business Engagement:*** Develop a customer feedback loop to continuously gather insights and improve CRM strategies.
* Regularly benchmark CRM performance against industry standards and competitors.
* Invest in ongoing training and development for the CRM team to stay updated with the latest CRM technologies and practices.
* Foster strong relationships with key stakeholders to ensure CRM initiatives are well-supported and aligned with business objectives.
* Encourage the use of predictive analytics to anticipate customer needs and behaviours, enhancing personalised marketing efforts.
* Implement robust data governance policies to ensure ethical use of customer data and compliance with all relevant regulations.
* Engage in regular reviews of CRM processes to identify and rectify inefficiencies, ensuring optimal performance.
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| **CONTACTS/ KEY RELATIONSHIPS & NATURE OF INFLUENCE** |
| Internal* Channel strategy and planning departments
* All commercial functions.
* Brand marketing.
* Finance.
* Operations.
* IT.

External * External partners
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| **KNOWLEDGE / EXPERIENCE / SKILLS** |
| * Proven experience (5+ years) in CRM management or a similar role.
* Strong understanding of CRM systems (e.g., Salesforce, HubSpot) and data analysis tools.
* Excellent analytical, strategic thinking, and problem-solving skills.
* Demonstrated ability to lead and motivate a team.
* Exceptional communication and interpersonal skills.
* Experience in designing and executing successful CRM campaigns.
* Ability to work collaboratively in a fast-paced, dynamic environment.
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|  **PROFESSIONAL QUALIFICATIONS & EDUCATION** |
| * Relevant experience within an FMCG background with an emphasis on delivering against KPIs and driving profit through system optimisation and implementation.
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| **ROLE DIMENSIONS** |
| No of Direct Reports | 3 | Financial Impact (Direct) |  |
| Total Team Size | 3 | Financial Impact (Indirect) |  |
| No of Locations |  | Other/ People Manager (No) |  |