**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. | | | |
| **CONTACTS/ KEY RELATIONSHIPS & NATURE OF INFLUENCE** | | | |
| Internal   * Channel strategy and planning departments * All commercial functions. * Brand marketing. * Finance. * Operations. * IT.   External   * External partners | | | |
| **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. | | | |
| **PROFESSIONAL QUALIFICATIONS & EDUCATION** | | | |
| * Relevant experience within an FMCG background with an emphasis on delivering against KPIs and driving profit through system optimisation and implementation. | | | |
| **ROLE DIMENSIONS** | | | |
| No of Direct Reports | 3 | Financial Impact (Direct) |  |
| Total Team Size | 3 | Financial Impact (Indirect) |  |
| No of Locations |  | Other/ People Manager (No) |  |