

JOB DESCRIPTION	
Job title:	CRM and Martech Manager
Division:	Global Marketing Team (UK based)
Reporting To:	Global Head of Growth Marketing
Responsible For:	
Contract Type:	Permanent, full-time
Location:	Remote

## About us

At Talking Talent, we believe that to build a diverse, inclusive, and equitable workplace, people need to change their behaviours – for good. And this starts with a sophisticated, tailored coaching-led approach.

Whether it's facilitating safe communication, guiding talent through career-life transitions, or helping systemically oppressed and under-represented groups into senior leadership roles, our customised coaching programmes fuel success for the people within the organisations we support.

For over 15 years, we've helped some of the world's biggest brands build inclusive, fair, and opportunity-filled work environments. The kind of work environments you'd want for yourself and the people you care about. Our mission is to help those companies develop an actively inclusive workplace culture where everyone feels that they belong and can thrive.

## Scope of the Role

The CRM and Martech Manager is responsible for developing a data driven CRM and Martech strategy and plans to acquire, engage, and nurture TT clients, supporting business revenue and CLTV goals.

The role requires combined expertise across all aspects of CRM and customer data strategy, with experience of managing Martech platforms such as websites and MCMA e.g. HubSpot.

This is a permanent role reporting to the Global Head of Growth Marketing.

This role plays a key part in driving a pipeline of strong marketing qualified leads as well as in nurturing existing client and alumni relationships.

## Main duties and responsibilities include:

- Work with Head of Growth Marketing to define a TT client/ buyer segmentation and CX journeys, leading the CRM strategy and plan development for each segment
- Manage email marketing operations, including audience segmentation, building automated campaigns and managing dynamic content
- Develop personalised and relevant email communications for key client segments, using test and learn approaches to optimise campaign messaging.

- Work in partnership with Sales team and marketing content team to nurture leads with relevant, timely and cohesive TT content/ messaging, which is in keeping with brand and toV guidelines
- Develop plans to nurture/ 'keep in touch' with existing, past and potential clients (both individuals and organisations) supporting business goals for cross sell, upsell, engagement and CLTV growth.
- Analyse CRM campaign performance (ROI), owning KPIs for nurture and engagement through email/ SMS, website channels.
- Turn insights from CRM campaigns and testing into actionable recommendations to shape future and improve future campaigns.
- Plan, design and implement continuous improvements to client contact strategy to enhance CX and drive future revenue.
- Partner with Ops team to build a clear TT first party customer/client data contact strategy
- Lead marketing technology strategy, working closely with the Head of Growth Marketing and the digital marketing manager to optimise the TT website and use of marketing automation (HubSpot). Review and recommend Martech enhancements to support business strategy.
- Manage the data and automations within the CRM system to ensure optimum performance. Review and make recommendations to improve the quality of the data.
- Manage website agency partner, as required, to optimise UX/UI and website performance.
- Be the "in house" expert for marketing technology platforms, acting as marketing partner with IT on any Martech requirements.
- Adopt an innovative approach to marketing activities, staying on top of trends, B2B2C best practice and adopting a test and learn approach

The role is exciting, rewarding, and you can work remotely from anywhere in the UK!

## Responsibilities

- Any other duty commensurate with the role.

## Requirements

- Minimum 5 years CRM and Martech experience, including previous experience leading CRM strategy and plans for a B2B(2C) business, ideally within professional services or related industry.
- Expert knowledge of all things CRM, including first party data strategy, targeting/ segmentation, email marketing campaign creation, execution and measurement, customer lifecycle strategy and management.
- History of producing engaging and quality campaigns for a 'thought leadership' led business.
- Understanding of industry benchmarks and what "good looks like"
- Technical knowledge of Martech tools (HubSpot/ Salesforce experience an advantage)
- A strong analytical/ test and learn mindset with deep understanding of engagement and retention KPIs, including cohort analysis and CLTV.
- Ability to work in a fast paced and fluid entrepreneurial environment

We are looking for dynamic candidates with a start-up mentality, focussed on delivery you understand the need for momentum and maintaining pace, but can also adapt to change and fluidity.

## What we Can Offer

- Discretionary annual bonus eligibility
- Pension scheme
- 25 days holiday excluding Bank Holidays
- 6 days wellbeing leave
- Flexible working
- Remote working
- Being part of a friendly and ambitious global product, design and innovation team
- The opportunity to experience and contribute to the success of a fast-growing, PE-backed organisation.

Talking Talent is an Equal Opportunity Employer. We provide equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, colour, religion, sex, national origin, disability, genetics, gender, sexual orientation, age, marital status, veteran status.