

Comms & CRM Operations Manager

Core information

Location: London	Profession: Financial Services
Reports to: Senior Comms & CRM manager	
People Management: No ▾ Assignment Management: Yes ▾	
Partnership Level: Partnership level 7	Manager's Partnership level: Partnership level 6
Number of direct reports: 0	Partnership level(s) of direct reports: None ▾

About the John Lewis Partnership

The Partnership is the UK's largest employee-owned business and home to our two well-loved retail brands - John Lewis & Partners and Waitrose & Partners, as well as expanding into new areas beyond retail.

We aren't an ordinary business though. The Partnership is different because everyone who works here isn't just an employee. We are Partners, with a shared responsibility for our success, and we share the rewards when we're successful.

Everything we do is powered by our unique purpose: **Working in Partnership for a happier world.** Our Purpose inspires our principles, drives our decisions and acts as our guide, so that everything we do contributes to Happier People, Happier Business and a Happier World.

Critical purpose of the role

As a CRM Operations Manager you will be responsible for developing and managing audience targeting, recommendations and audience selections, to support the optimisation of CRM across Financial Services.

You will work alongside Marketing Managers, CRM Managers and the wider marketing team to provide actionable customer insights and accurate performance reporting in order to deliver brilliant CRM activity. You will be an ambassador for personalisation & data, and champion the customer, to deliver exceptional results.

Through your Profession you will have the opportunity to develop and stretch personally and professionally to achieve your potential.

The Partnership supports agile and flexible working practices, such as when, where and how we work. We have several different ways to work flexibly, including part-time, flexible or compressed hours, and job sharing. Head office areas also support a blended working approach.

We celebrate diversity and inclusion in the John Lewis Partnership and we are committed to becoming the UK's most inclusive business, reflecting and connecting with the diverse communities that we serve.

Through your Profession you will have the opportunity to develop and stretch personally and professionally to achieve your potential, with an expectation that you will actively participate in subject matter training.

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Primary Outcomes & Accountabilities

- Support and drive the marketing CRM strategy to achieve customer acquisition targets, pipeline growth, segmentation, and customer retention/cross-selling, through effective design and delivery of audience profiling, segmentation and customer insight.
- Ensure the data in our CRM platform is up to date and accurate.
- Develop and manage Audience selections and workflows, continuously looking for opportunities to optimise and automate our audience selections and processes.
- Work closely with our insight team to perform in-depth data analysis which will be used to optimise activity
- Support the development of CRM reporting capabilities and dashboards, in collaboration with DI&A and the Marketing Strategy and Planning team.
- You will collaborate with the CRM team and other stakeholders to deliver a CRM campaign calendar for 121 communications, including trigger-based communications, life-cycle programmes and planned and reactive marketing messages.
- Work with the CRM Team to leverage data to enhance communications and make the content more personalised. This will include extracting data using DE select/data 360 platform. SQL skills will be required to edit or create large data extracts.
- Maintain our process documentation and ensure best practice is followed.
- Coordination of CRM operational requests and the subsequent planning and delivery of responses.

Act in accordance with the Partnership's purpose and democratic principles, constructively participating in co-ownership, and demonstrating to customers and each other that it is a better way of doing business. Share your knowledge, experiences, ideas and opinion to improve the Partnership, speaking honestly and frequently.

Invest in your personal and professional development to achieve your potential, by doing more, doing better, or doing different things. Continuously engage with and actively contribute to your Profession.

Measures of success

Consistently deliver high quality, targeted and personalised CRM activity that help us to achieve our CRM strategy.

Improve our existing targeting, through process improvements and data insights, to increase success across our key metrics.

Development of segmentations to meet commercial goals and objectives

Deliver campaign extracts accurately and on time

Fingertip documentation of all code and maintenance of accurate and up to date version control methodologies

Skills

- Ability to write SAS/SQL code in an accurate and efficient way to save processing time
- Confident using CRM tools or audience management tools such as Salesforce, Adobe campaign, SAS 360, Hubspot.



- Knowledge of reporting dashboards such as Tableau and Power BI
- Ability to balance between customer insights and commercial outcomes
- Ability to successfully manage multiple stakeholders and concurrent requests
- Excellent communication and presentation skills with an ability to translate complex technical matters in an effective way to stakeholders

Qualifications & Experience (where applicable)

Essential

- CRM experience working on a high profile multi-channel consumer brand with a sizable customer database.
- Solid experience in designing, targeting and managing complex dynamic Email, DM campaigns, working with email service providers, data teams and fulfilment houses.
- Experience using a top tier email service provider, proficient at building, proofing, deploying and monitoring emails within the platform. Salesforce Marketing Cloud experience is desirable but other equivalent ESP experience will be considered.
- Proven experience in database segmentation and campaign management
- 3+ years experience using CRM tools or audience management tools such as Salesforce data 360, DE Select, Adobe campaign, SAS 360.
- Intermediate level experience of SQL (or similar programming language).
- Knowledge of reporting dashboards such as Tableau and Power BI
- Excellent communication and presentation skills with an ability to translate complex technical matters in an effective way to senior management and business colleagues.
- Experience within a fast-paced industry, e.g. Retail, FMCG, Financial services.

Desirable

- Experience in Financial Services or equivalent regulated environment
- Executional experience using personalisation / recommendations tools
- AMP scripting - intermediate to advanced
- Good understanding of driving omnichannel customer behaviour

Version	Created/updated by	Date
<i>Draft 0.1</i>	<i>Pip Deacon</i>	<i>20/11/2024</i>
<i>0.2</i>	<i>Holly Hunter</i>	<i>January 2025</i>