

Job title: CRM Campaign Analyst

Core information

Location: Victoria or Bracknell with Hybrid working	Profession: Marketing
Reports to: CRM Lead	
People Management: No ▾ Assignment Management: No ▾	
Partnership Level: Partnership level 7	Manager's Partnership level: Partnership level 5
Number of direct reports: 0	Partnership level(s) of direct reports:

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

You will manage and deliver timely and accurate targeted selections of customers and prospects for direct communications campaign involvement across Waitrose CRM activity

In addition you will support the CRM Managers/Executives in the running of campaign delivery to deliver effective and efficient support of the execution of all customer communications across channels including but not limited to Email, Push, Onsite Personalisation, Direct Mail, Message at Till and Doordrop.

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.

Primary Outcomes & Accountabilities

- To design, create customer selections and output of customer data for inclusion in direct communications across email, push and direct marketing.
- To work closely with the CRM Managers to understand Waitrose campaign targeting needs; translate campaign briefs into accurate data extracts; adhering to agreed customer contact rules; incorporating personalised output where appropriate to maximise campaign effectiveness.
- Support the CRM team to achieve their goals and objectives through the effective planning, design and delivery of customer insight led marketing communications:
 - Identify and interpret goals and ambitions for our CRM communication programmes (data led opportunities)
 - Proactively provide advice and guidance on approaches to selection, build & segmentation, offer strategies, test and learn opportunities, data capture
 - Provide targeting and selection of customers for direct marketing campaigns
 - Deliver campaign extracts accurately and on time (ahead of SLAs)
 - Support the Insight & Analytics function to deliver standard reporting and post campaign analytics requirements for CRM teams
 - Accountable for ensuring that the Data Protection Act / GDPR / data related legal obligations are upheld at all times.
Accountable for risk management policies and that ways of working are adhered to
- Contribute to development of the Waitrose CRM customer segmentation & insight capability:
 - Demonstrate an understanding of customer and commercial data available across the Partnership, including information held within the Partnership Databases
 - Work effectively with colleagues within Insight & Analytics to continuously improve CRM insight and personalisation to enhance our campaign selection and delivery
 - Input into design, and be accountable for, elements of continuous improvement programme across all CRM strategy
 - Coach and develop other team members and CRM stakeholders to improve their campaign design, statistical and analytical

Measures of success

- Delivery of Marketing Communications and reporting/analytics within agreed timescales
- 100% accuracy in data quality and compliance with Partnership rules around data handling, data security and marketing permissions
- Uplift in ROI of Marketing Campaigns
- Increased relevancy of Direct and Digital Communications
- Improvements in sophistication of CRM campaign design and outcomes, based on analytics and experience
- Accuracy in coding & selection quality; less than 2 errors per year
- Compliance with Partnership rules around data handling, data security and marketing permissions
- Stakeholder 360 feedback
- Contribution to team and divisional meetings and workshops
- Evidence of contribution to team management and development
- Production of documentation to support new developments

- skills ○ Contribute to induction and training of new starters, support all team members to have the skills and knowledge they require to execute their responsibilities effectively ● Provide effective analysis and interpretation of campaign effectiveness and changes to customer behaviour ○ Extract, prepare and analyse large data sets in order to support effective campaign delivery ○ Work with analytical teams to support effective and timely measurement of campaigns and evaluation of success ○ Deliver effective recommendations through interpretation of post campaign analysis and presentations ○ Document all code and maintain accurate and up to date version control methodologies ○ Be accountable for maintenance of effective processes and ways of working ● 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. Continuously engage with and actively contribute to your Profession. ● Take responsibility for actively engaging with change.	
---	--

Skills

- **Customer data, segmentation and personalisation champion**
 - Good understanding how customer data (internal and external) should be used to drive efficient and best in class CRM personalization and campaign activity. In addition, comfortable working with varied data sources and data science techniques to identify new opportunities to enhance personalisation at scale across all digital touch points.
- **Customer Centricity**
 - Puts every customer, both internal and external, at the heart of everything, and understands the Partnership ambition to offer differentiated service that is aligned to our Values. Understands that they are empowered to deliver incredible service for every type of customer with whom they interact and acts on this every time in every environment.
- **Digital Awareness**
 - Demonstrates an awareness and adoption of digital and social channels, data and technologies. Embrace new ways of working with them to support our customer ambitions and future proof our business. Is hungry and enthusiastic to learn more about the required skills in this area.
- **Customer driven Innovation**

- Evaluates and analyses different types of complex data objectively and sees patterns and meaning to establish the key relevant facts. Ability to interpret information effectively to make credible recommendations to inform critical decision making.
- **Influencing Decisions**
 - Works collaboratively to achieve the optimum and mutual agreement for a way forward for all parties. Resolves professional differences along the way through active listening and appropriate assertive communication to reach win-win outcome. Is prepared to adapt communication style to each situation and has the best interest of the Partnership at the forefront of all interactions.
- **Stakeholder Management**
 - Identifies who is impacted by or involved in your goals/objectives and therefore who is key to achieving the desired successful outcomes. Understands the motivations and priorities of these stakeholders and takes these into account in order to build and manage sustainable working relationships. Can anticipate potential challenges stakeholders may bring and proactively puts plans in place to achieve collaboration.

Qualifications & Experience (where applicable)**Essential**

- Experience of working in a campaign operations team within a transactional data intensive organisation (preferably retail)
- Strong CRM experience and understanding
- Strong experience within ESP, preferably Salesforce Marketing Cloud
- Experience of using campaign management tools to execute campaigns
- Strong SQL and data manipulation skills
- Strong analytical approach
- Ability to balance customer and commercial priorities
- Good understanding of technical CDP, preferably Data Cloud
- Good verbal and written communication skills

Desirable

- Salesforce Suite understanding and qualifications
- Qualifications in marketing
- Retail experience
- Strong agency management experience

Version	Created/updated by	Date
1.0	Krissy Williams	22.3.21
1.1	Zoe Siantonas	12.5.23
1.2	Jennifer McWhirter	11.04.26