

Role: Senior eCRM Executive

The Company: Ego Shoes

A leading ladies fashion footwear company based in Manchester provides on-trend and celebrity inspired shoes to shoeaholics worldwide!

Having launched 3 years ago the company has enjoyed exponential sales growth and has dressed some of the biggest bloggers and celebs i.e. Kendall Jenner, Winnie Harlow, Carli Bybel, Little Mix and Bella Thorne.

Reporting directly into Head of Marketing, we require a strong, dynamic and meticulous **Senior eCRM Executive** who is decisive and has experience working in a fast-paced environment.

Our aim for 2019 is to become one of the most customer centric brands in fashion. Putting the customer at the heart of everything we do is critical to us. To assist in achieving our goal, we have recently invested in an exciting Customer Analytics Platform, brought to us by Europe's fastest-growing SaaS company.

Job Summary

Working with our Customer Analytics Platform, you will use AI and advanced real-time analytics to deliver targeted campaigns through identifying and understanding core customer segments and their needs. You will receive full training on this platform, working alongside some of the most skilled CRM experts in the industry.

You will be responsible for devising and implementing the eCRM strategy to increase engagement through the customer life-cycle.

You will work with the wider marketing team to support business growth across all existing territories. You will also be involved in business growth across new territories based on analysis derived from our CRM platform.

Tasks, Duties and Responsibilities

- Planning, co-ordinating and delivering the eCRM Strategy
- Lead the development and launch of Push notifications
- Be the main point of contact with our ESP to ensure we are adopting new technology and maximising usage of the platform
- Regular reporting and analysis of key metrics in the market, highlighting areas of concern, trends and opportunities, as well as providing theories and recommendations to maximise sales.

About you...

- Marketing degree or similar
- 2-3 years' experience in similar role using enterprise level CRM

- Excellent verbal and written communication skills
- Confidence in presenting to and working with senior team members
- Experience using Google Analytics and Excel
- Experience working with an Email service provider (preferably Exponea, but not essential) and / or Push provider

Benefits Include:

- Competitive salary
- Company pension scheme
- Career progression in a fast growing business
- Employee discounts

Important Information:

- **Job Title:** Senior eCRM Executive
- **Reporting to:** Head of Marketing
- **Contract length:** Permanent
- **Salary Range:** £20k to £25k DOE
- **Location:** Unit A1 Longford Trading Estate, Thomas Street, Stretford, Manchester, M32 0JT, UK.