**Job description**

**Job title:** Senior CRM Executive

**Department:** Business Services

**Location:** Manchester– Hybrid working – 2 days at home

**Reporting to:** CRM Data Manager

**Hours:** 9:30am – 5:30pm, Monday to Friday. Some flexibility is required from time to time to meet the professional requirements of the role.

**Contract:** Permanent

**Benefits:** 29 days’ holiday per annum inclusive of 4 days’ compulsory leave to be taken during the Christmas office closure, plus all public and bank holidays; contributory pension scheme; life assurance (4 times annual salary); interest free season ticket loan; childcare vouchers; cycle to work scheme.  We also have annual social activities and genuinely pride ourselves on having a supportive and friendly culture.

**Overall purpose of the role**

Managing, analysing, and reporting on data and ensuring the smooth running of the firm’s CRM system and communications, ensuring it also aligns with the firm’s practice management system.

**Main duties and responsibilities**

* Take a lead role in the day-to-day management of Hubspot, the firm’s CRM system
* Working with compliance to ensure adherence to the firm’s GDPR policy in relation to marketing
* Assist in strategy development across customer acquisition and conversation
* Build targeted campaigns, analyse performance and provide regular reporting to create actionable insights and improvements across campaigns
* Work with CRM Data Manager to develop HubSpot CRM best practices
* Deliver training to relevant stakeholders
* Work with the wider marketing team to develop client and prospective leads contact initiatives by implementing a consistent communications experience

**Other responsibilities**

* To maintain a flexible approach whilst assisting in implementing the marketing mix
* Manage the manual transfer of data where necessary with other internal systems
* Assist with the implementation of digital marketing campaigns across different channels
* Any other tasks that might be required from time to time

**Skills & Experience**

**Essential**

* A minimum of 2 years’ experience in CRM Marketing
* Genuine interest in working with a leading claimant law firm and passionate about providing access to justice for all
* Knowledge of the current regulation regarding GDPR and other data regulation
* Proficiency in marketing automation systems (like HubSpot) and integrating those systems with other technologies
* Experience in set-up and development of CRM programs and campaigns
* Strong analytical skills and experience with reporting and data analysis
* Highly organised with excellent attention to detail
* Proven ability to communicate accurately, clearly, and concisely in writing and verbally
* Demonstrable experience in working within a busy environment and independently managing projects on tight deadlines
* Demonstrable experience in building strong working relationships with senior stakeholders and team members
* Proven ability in demonstrating patience, resilience and flexibility whilst managing daily tasks and stakeholder relationships.
* Intermediate level of proficiency working with MS Office (Powerpoint, Excel, Word, Outlook), HTML & CMS platforms
* Ability to manage multiple projects at the same time in a fast-paced environment.
* Passionate about customer experience
* Technically capable, excellent communicator, and a desire to improve processes

**Desirable**

* Experience and expertise with HubSpot CRM system
* Relevant experience working in the legal sector within a partnership environment