



## **CRM MANAGER**

**Reporting to:** Ecommerce Director

**Type:** Full Time

**Location:** Nottingham, UK, with flexible hours and working from home 2 days per week

### **Responsible for:**

As a CRM Manager, you will work within the Ecommerce team and closely collaborate with our internal Marketing team. You will be responsible for the planning, development and execution of Gill's CRM activities and customer engagement initiatives, with the goal of driving customer acquisition, increasing visit frequency and supporting higher customer spending. You will implement the CRM strategy through targeted, multi-channel campaigns (including email, push notifications, web, in-app, customer loyalty programs, and affiliate programs), while owning the end-to-end CRM roadmap.

To succeed in this role, you must be agile, able to make quick decisions and ensure timely delivery of key objectives. Given our team's size relative to our ambitious goals, a hands-on approach is required, and this role will offer the opportunity to engage across the entire business.

### **Brand Background:**

For over 49 years, Gill has been trusted on the water. The brand didn't begin as a business, but as a solution: the pursuit of better, more capable sailing clothing using the highest quality fabrics available. By combining innovative design with a focus on performance, Gill's products are tested by elite athletes in the most challenging conditions. As pioneers of technical marine apparel, Gill continues to protect adventurers from the elements.

### **Purpose:**

As a CRM Manager, your primary objective is to leverage Gill's customer data to deliver targeted marketing communications across various channels, including email, push notifications, web, in-app messaging, customer loyalty programs, and affiliate programs. By segmenting audiences and identifying those who should receive relevant boating-related communications, you will ensure that messaging is personalized and effective. Additionally, you will help develop the overall customer contact plan, aligning it with the broader Ecommerce and Marketing strategy while allowing for essential variations by market and product.

### **Key Responsibilities Include:**

- Manage the end-to-end campaign process from contact strategy, campaign planning & build, audience segmentation & targeting, promotional incentive set up, A/B testing and robust reporting.
- Measurement of campaigns to ensure we understand how much incremental revenue our CRM activities are driving through email, in-app, customer loyalty as part of our overall digital strategy.
- Continuous development, making improvements to member lifecycles, from acquisition growth through to engagement and win-back, across the key customer segments.
- Analyse campaign performance and use data and insights to identify and implement opportunities for increasing engagement and conversion rates at all stages of the guest journey.
- Manage and grow Gill's affiliate program

### **The Ideal Candidate:**

- Educated to degree level (or equivalent) preferably in a CRM role.
- x3 years CRM experience required, preferably within a retail ecommerce environment.
- Expert knowledge of best-practices email marketing.
- Strong background in other CRM channels such as Customer Loyalty and B2B & B2C apps.
- Have worked with Email Service Providers (ESPs) – experience with Klaviyo is beneficial but not essential.
- Excellent written and verbal communication skills with a high level of attention to detail.
- Highly commercial, with ability to define, identify and prioritise high value initiatives.
- An entrepreneurial mindset, strong communicational and analytical skills.
- Ability to deliver results to target, as an individual and within a team.
- Organised, with strong planning capabilities.
- Able to identify problems and develop practical solutions.
- An ability to interpret data to make decisions.
- High performing with the ability to react to trade at pace.

Please forward a copy of your CV to [bruce.slater@gilluk.com](mailto:bruce.slater@gilluk.com)