



## eCRM Manager

Full time – permanent

**Matthew Parker Street, Westminster (with flexible working)**

### About Go-Ahead

Go-Ahead is a leading UK public transport operator, providing high quality services in the bus and rail sector. Employing around 27,000 people, over one billion passenger journeys are undertaken on our services each year. We are committed to operating our companies in a safe, socially and environmentally responsible way and are proud to be awarded the FTSE4Good, Fair Tax Mark and be climate change leaders in the public transport industry.

Go-Ahead is one of the UK's largest bus operators. With a fleet of around 4,600 buses, we carry nearly two million passengers every day. Our operations are focused on high density commuter markets. We have a strong presence in London, with around 24 per cent market share, where we provide regulated services for TfL. We operate deregulated services in Oxford, East Anglia, the South East, South Coast, South West, North East and North West of England.

Our rail operation, Govia, is 65 per cent owned by Go-Ahead and 35 per cent by Keolis. It is one of the busiest rail operations in the UK, responsible for around 30% of all UK passenger rail journeys through Govia Thameslink Railway (includes Southern, Gatwick Express, Thameslink and Great Northern). Internationally Go-Ahead Group operate bus and rail businesses in Singapore, Germany, Ireland and Norway.

### About the team

The eCRM Manager forms a key part of the Customer and Commercial team that works collaboratively with the marketing and communications teams across our rail and bus operations. The central team provides commercial development, strategic oversight, best practice, digital expertise, reporting and analytical support across the operating companies. It also provides central solutions across digital platforms, such as eCRM, app and website development, and advises on all branding decisions.

The Customer and Commercial team work in a dynamic and creative environment, bringing innovation and improvements in demand stimulation, customer experience, partnerships, insights and retailing to all our customers.

### About the role

The eCRM Manager is the champion of the Group's CRM and customer data strategy and is responsible for ensuring the solution meets the needs of the Group and its operating companies. This means acting as first-line support for users, developing processes to ensure optimal usage of the platform, as well as being responsible for the day-to-day relationship with suppliers. To ensure operating companies are using the solution to its potential, the role has significant reporting, training and stakeholder management elements and the person must be comfortable in working with people of different seniority and experience levels.

### Key responsibilities

- Work with the Commercial Marketing Manager to own and champion the CRM strategy and email programmes across the Group, taking a proactive approach to the ongoing use and management of the solution
- Manage day-to-day eCRM operations with operating companies and with suppliers, providing support for the development and implementation of BAU campaigns and CRM programmes, as well as acting as a primary point of contact for the supplier
- Day-to-day management of suppliers, ensuring all regular status calls, monthly account reviews and quarterly business reviews are carried out
- Work with operating companies and suppliers to develop ways to continually enhance the quality of eCRM programmes in order to drive growth and increase ROI
- Take the lead in developing a roadmap for eCRM by working in conjunction with operating companies, suppliers and the Commercial Marketing Manager.
- Ensure that milestones in the eCRM roadmap are achieved through regular contact and progress meetings with operating companies
- Proactively look for ways to enhance customer relationships through eCRM communication programmes (ie reactivation; real-time service information programmes etc)
- Take responsibility for raising and managing ad-hoc projects which support the CRM and data infrastructure
- Work with operating companies on upskilling staff to improve quality of campaigns and encouraging further use of eCRM as a key digital channel
- Champion of the Group's database and data structure, providing operating companies with support in segmentation and data-specific queries
- Be the super-user of existing campaign deployment platform and Power BI
- Develop KPIs for eCRM metrics with operating companies
- Work with GDPR project team on ensuring compliance across entire eCRM programme on behalf of the Group and all operating companies
- Be the Marketing Lead on the project team dedicated to further development of the CRM database, including integration of further data sources

## **Key experience**

- 3 to 5 years of relevant eCRM experience, eCRM design and data integration in a high volume, data-driven B2C environment
- Excellent project management skills and ability to manage multiple programmes and tasks at one time
- Experience and understanding of working with one to one / one to many customer databases with transactional data.
- A good understanding of how data flows from Source Systems into marketing platforms and how to troubleshoot issues.

- Experience with large procurement exercises
- Adestra and Power BI experience (or similar)
- Campaign management experience of designing and delivering email campaigns
- Good eye for detail and producing quality and engaging digital communications
- A strong understanding of and experience managing GDPR compliance
- Experience in building working relationships with internal and external stakeholders
- An understanding of Google products - Google Analytics, Google Firebase (desirable)

## **Key skills**

- Ability to articulate CRM vision and our roadmap
- Ability to proactively influence
- Project Management and organisational skills including supplier management
- Excellent verbal, written communications and listening skills.
- Good attention to detail and high level of accuracy
- Confident at handling and prioritising tasks
- Resourceful and proactive problem solver
- Flexible and pragmatic
- Good team player
- High personal motivation and enthusiasm and ability to use own initiative
- Highly numerate – able to understand, report on and analyse numbers quickly

Package: £ competitive salary, up to 10% bonus, pension, benefits

Direct reports: none

Closing date: 4<sup>th</sup> February 2022

To apply send your CV and covering letter to [Karen.young@go-ahead.com](mailto:Karen.young@go-ahead.com).