

CRM Executive

Job Summary:

The role of the CRM executive is to analyse customer and transactional data to inform and support the commercial success of the racecourse business. They work to design, deliver and interpret customer insight data to ensure that sales and marketing strategies are maximised and optimized. They work with systems that protect data in line with company and GDPR approach and regulations.

Main Duties:

- Manage and interrogate the CRM platform to deliver insight to inform and drive marketing and sales
- Work with colleagues to journey map and analyse touch points to maximise commercial opportunities
- Ensure data is accurate and maintained bringing it to life with clear, concise engaging reporting
- Use customer data and demographic profiling to support commercial strategy
- Manage effective communication with all colleagues to keep informed on data

Competencies (Behavioural):

- A good team work ethic able to build trust and engender respect
- Excellent communication skills
- Motivated, organised, hardworking and able to work on own initiative and in a multi-stakeholder environment
- Analytical and methodical working with integrity, honesty and effective time management.

Core Skills:

- CRM Platforms and approaches
- Management of CRM in complex environment
- Analytical tools or languages
- Highly numerate and analytical
- Effective task management and attention to detail
- GDPR Legislation, Practices and Requirements
- Confident, respectful and positive
- Able to build effective relationships
- Excellent communication
- Foster and maintain an inclusive work-based culture, upholding organisational Values and Code of Conduct
- Basic knowledge of the structure of the British Horseracing Industry and Stakeholders
- Knowledge of Company products and services
- Safe and efficient work practices
- Technically competent user of technology and systems including advanced MS Office
- Sound and up to date awareness of priorities, aims, values, standards and operations
- Health & Safety Legislation, policy and practice
- Environmental Sustainability best practice



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Education:

- Degree Level in Maths, Statistics, Economics, Business or equivalent CRM Vocational Qualifications

Experience:

- Working with CRM systems in sport, leisure or event-based business
- CRM systems and solutions

Availability:

- Full-time or Part-time roles
- Employed Status

Working Conditions:

- Working time can include preparation, travel and attendance at race meetings on weekdays, evenings, weekends and bank holidays
- Collaborative environment with mentoring and support from experienced colleagues through training
- Significant opportunities for continued professional development and growth

Pay and Benefits:

- Salary based on experience and level of responsibility
- Employed: Pension scheme, Holiday Pay, Life and Sickness Cover



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