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| **JOB DETAILS** | |
| **Job Title:** | CRM Technical Executive |
| **Function: Department** | CRM |
| **Location:** | Milton Keynes, Manchester or London |
| **Reporting to:** | Colin Campbell |
| **Effective Date:** | July 2024 |
| **Financial Scope/Operating Budget/Revenue (P&L) (If Applicable)** |  |
| **Old DPG Grade/New DPG Band:** | F |

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| JOB PURPOSE & RESPONSIBILITIES |
| **Job Purpose:**  We are seeking a highly skilled and experienced CRM Technical Executive to join our CRM team. In this role, you will be responsible for the technical implementation, configuration, and maintenance of our CRM platform, Braze. You will work closely with cross-functional teams to ensure seamless data integration, campaign execution, and optimisation of our CRM initiatives. |
| **Key Responsibilities/Job Tasks:**  Please list the most important responsibilities (with a breakdown of Frequency against each e.g, sometimes, often, considerable etc).   * Serve as the technical expert for the Braze platform, ensuring its efficient operation and integration with other marketing and data systems. * Collaborate with Senior Manager to understand team/business requirements and translate them into technically sound solutions within Braze. * Collaboration with wider business areas including Product, Data and App teams to develop solutions for customer integrated approaches for CRM marketing. * Implement and optimise data integrations between Braze and various data sources, ensuring data integrity and accuracy. * Develop and optimize personalised Braze message templates, content blocks, and other reusable components to streamline campaign creation and consistency. * Identify and resolve technical issues, troubleshoot problems, and provide technical support to internal stakeholders. * Analyse deliverability performance data and provide insights and actions to optimise customer engagement strategies. * Contribute to the development and documentation of Braze-related processes and protocols. |

The following sections consist mainly of a series of questions related to specific skills/job requirements. You should focus on the role rather than the individual when considering the most appropriate answer and should base the response on what you consider to be the normal features of the job which are typical of the job and its usual working conditions over the year.

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| **SKILLS & JOB REQUIREMENTS (Please complete where applicable)** |
| **Strategic Responsibility**  Please provide details of the level of responsibility the role has for setting strategy: (Please indicate if a role has accountability for setting or inputting into a specific strategy e.g., a Functional Strategy, please confirm if it is Significant)   * Contribute ideas, suggestions, or feedback based on their technical expertise and understanding of CRM systems/technologies. * Accountability for supporting with the development and executing the technical strategy and implementation plan for CRM systems. * Identifying opportunities for improvement, automation, and integration of CRM processes. |
| **Problem solving**  Please provide details of how the role resolves problems/issues on a daily basis: e.g. Does the role use straightforward common sense? Does the role make straight forward judgements and is guided by precedents? Does the role evaluate multiple sources of information in complex or novel situations?   * Using technical knowledge and familiarity with the CRM system to quickly identify and resolve the issues. * Collaborating with cross-functional teams (e.g., developers, database administrators, integration specialists) to investigate and troubleshoot complex problems. |
| **Decision making**  What level of **decision making** is required of the role and on what decisions does it impact? E.g., there is little requirement for decision making in the role, or role makes decisions within defined procedures, or role makes decisions within broad business guidelines where there are few or no policies available.   * Operating within defined procedures and guidelines for many routine tasks, the role also requires the ability to make decisions within broad business guidelines and, at times, in novel situations where there is limited precedent available. The level of decision-making responsibility increases with the complexity and strategic impact of the CRM system-related decisions being made. |
| **Communication**  Please outline the type of communication skills required: e.g., is basic common courtesy required, or regular exchange of factual information, or are influencing or negotiation skills required as an essential requirement of the role?   * Strong interpersonal, active listening, and clarification skills are essential for successful collaboration and decision-making within the CRM domain. |
| **Innovation**  To what extent does the role contribute to and manage change, e.g., suggest improvements to products/processes or contributes useful ideas or regularly recommends improvements on existing procedures and quality within own area, or develops/adapts new existing processes for increased quality/efficiency or continuously searches for improvements in techniques which add value to the business and has full responsibility and accountability for implementing these.   * A proactive approach, critical thinking, and the ability to identify and implement value-added solutions that enhance the organisation's CRM capabilities and processes. |

Please summarise the levels of minimum education, knowledge, skills and experience this position requires (e.g., if you would be recruiting to fill this position, what aspects of background or knowledge would you expect a successful job applicant to have?)

Note: This may differ from the current job holder’s own skills and experience

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| JOB SPECIFICATION | |
| 1. Professional Qualification(s) | * Bachelor's degree (or any equivalent) in Computer Science, Information Technology, or a related field (preferred). |
| 1. Knowledge | * Proven experience as a CRM Technical Executive, preferably with extensive knowledge of Braze or similar marketing automation platforms. * Strong experience with SDKs, APIs, web services, and data integration techniques. * Strong experience with HTML, CSS, and JavaScript for email and web template development. * Strong understanding of CRM principles, customer journey mapping, and omnichannel marketing strategies. * Proficient in SQL and comfortable working with large datasets and data manipulation. * Proficient in analytical and problem-solving skills, with the ability to translate business requirements into technical solutions. |
| 1. Skills/Ability | * Strong communication and collaboration skills, with the ability to work effectively with cross-functional teams. * Organised and detail-oriented, with the ability to manage multiple projects and priorities. |