

REDROW HOMES – DIGITAL & CRM MANAGER

ABOUT REDROW HOMES

Redrow is the UK's fastest growing house builder.

Our purpose is to create a better way for people to live. We care about the quality of homes we build, the people who help us build them, the communities we create and the societies in which we live.

We are looking for high performing people looking to build a career with Redrow. At Redrow you will be part of a business that recognises achievement.

THE ROLE

Purpose: To play a key role in developing and delivering Redrow's digital and customer strategies. Overseeing Redrow's digital and CRM team and agency partners to implement key digital opportunities across web platforms – ensuring all targets and SLA's are met / exceeded.

Develop CRM Strategy and manage all customer / stakeholder engagement. Work in partnership with divisions and group departments to effectively deliver CRM and customer data strategies.

To co-ordinate the creation and delivery of content across web platforms including Redrow.co.uk, Harwood, My Redrow etc.

Scope: The primary objectives are to play a key role in delivering Redrow's digital and customer data strategy, ensuring Redrow continues to grow and improve its platforms and capabilities through data. To work closely with Redrow's teams to deliver digital and CRM strategies and ensure data is available to meet the business' key strategic objectives.

RESPONSIBILITIES:

Digital

- Management and delivery of content on web platforms
- Setting goals and developing website strategies to increase brand awareness and increase overall engagement, and leads generation
- Effectively manage a number of websites and multi-channel development projects across all digital touch-points at any one time
- Collaborate with business and IT stakeholders to define project scope, goals, milestones, and deliverables that support business needs
- Oversee Redrow's digital presence ensuring it is highly competitive and contributes significantly to the attraction and conversion of Redrow's target audiences
- Oversee website optimisation; working closely with the campaign team to deliver a best in class consumer website and content strategy
- To ensure that Redrow's visual brand guidelines are adhered to across all of Redrow's digital platforms
- To oversee the development of Redrow's end-to-end customer experience across Redrow's website platforms to ensure optimum performance is achieved
- To manage the measurement and analysis of digital performance and report directly to Head of Marketing Operations.
- To ensure the team work closely with other Marketing teams to deliver an integrated and co-ordinated approach across all web activities and customer lifecycles
- To attend necessary Marketing Conferences to keep appraised of the changing landscape
- To lead, inspire and develop the Digital & CRM team to ensure digital marketing objectives are met. Management of daily team responsibilities as well as appraisals, sickness etc.
- Responsible for the Digital and CRM budgets

CRM

- Management of both the data agency and Single Customer View held with the data agency
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- Develop and implement a dynamic and personalised email strategy relevant to each customer with the use of campaign management software. Including the creation of automated trigger emails using dynamic content.
 - Manage the development of automation triggers and events for in-the-moment messages across Redrow.co.uk and My Redrow.
 - Be the primary escalation point for My Redrow members and ensure customer issues are resolved as efficiently as possible.
 - Map out customer journeys, and optimise the customer lifecycle to ensure a seamless customer experience through automated trigger comms to ensure all touchpoints of the customer journey in the organisation are being maximised, while reducing focus on ad-hoc 'broadcast' and towards lifecycle-led messages
 - To develop and maintain Redrow's customer personas
 - Marketing's acting representative to ensure data regulations are adhered to while ensuring processes for customer record management are working correctly and efficiently including customer change and unsubscribe requests.
 - Management and development of Digital & CRM Manager, Coordinator and Data Analyst
 - Help support the marketing team by providing data and research to help execute a range of campaigns to drive engagement, and build brand loyalty.
 - Work closely with the Head of Marketing to interpret analytics and develop insights from these to enhance our marketing plan and execution.
 - Planning and delivering CRM strategies across the company encouraging customer retention and customer loyalty.
 - Deciding on the CRM platform structure and architecture ensuring it works seamlessly across the organisation and captures all required information at key points in the customer life cycle.
 - Working closely with all departments to ensure the CRM works effectively for all aspects of the company.
 - Overseeing direct communications with customers through the CRM.
 - Monitor and maximise customer lifetime value strategies ensuring maximum profitability.
 - Ensuring the database offers segmentation capability ensuring effective targeting for marketing activities.
 - Developing testing strategies for all aspects of the CRM to ensure the most effective approach for the company and its products.
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WORKING RELATIONSHIPS:

Effective working relationships are an essential part of daily working life. This role requires the job holder to be a strong team player and team builder to ensure all targets are achieved.

Internal: Senior colleagues and peers within Group, Divisions and relevant group functions.

External: Agencies and any 3rd party suppliers with established relationships within the group who may have involvement in supporting business.

These are illustrative duties and the job holder will be expected to become involved in a range of work to enable the department to respond effectively to the requirements of the Company.
