



AUTOMATION & CRO CO-ORDINATOR



ABOUT THE ROLE

Redrow Homes are looking for an individual who is passionate about CRM and Automation, to support the Digital Marketing team on the Digital Transformation journey.

This role will play a key role in Redrow's digital transformation strategy by supporting the implementation and day to day management of Redrow's marketing automation platform, with a primary responsibility of campaigns CRO.

Responsible to:

Digital CRM & Automation Manager

KEY RESPONSIBILITIES

1. Campaign management

- Ensure platform and campaigns are performing and fit for purpose, working with IT and Marketing to configure, test and update campaigns accordingly.
- Assist in executing campaigns with alignment to core brand values and guidelines, to ensure Redrow's customers receive highly personalised communications and relevant content.
- Play an important role in growing brand relationships with new leads and customers, through the creation of meaningful touchpoints and experiences.
- Day-to-day execution, to acquire, convert, retain, and generate advocacy with our core audiences through email marketing campaigns.

2. Measure and optimise

- Drive CRO, with focus on lead nurturing and content personalisation
- Measuring key performance metrics across multi-channel campaigns (i.e. email, landing page, SMS) to drive lead acquisition, conversion and LTV
- Identify and execute A/B testing to ensure campaigns, digital properties and landing pages are optimised for conversions – Testing key elements such as CTA's, imagery, copy choices, and multivariate testing to optimise campaigns and our lead generation strategy, for the best possible results.

- Preparing reports on the performance of marketing campaigns; identifying opportunities to test and learn
- Use analytics to identify customer touchpoints and assess end-to-end customer experience across multi-channel campaigns

3. Collaboration

- Working alongside digital marketing team to identify innovative growth strategies; and support in driving these forward through implementation and campaign execution
- Working closely with wider teams to fully understand the customer journey, customer needs and pain points

THE PERSON

Skills / Experience

- Past experience with email marketing, lead nurturing, campaign automation, personalisation and web analytics
- Email marketing experience is essential, with a preferred experience across multiple channels (email, landing pages, SMS, app)
- Good knowledge of best practices for email and landing page optimization, leveraging on creative, segmentation, and deliverability
- Experience in building customer journey workflows with the ability to optimise email marketing flows and automations
- Able to demonstrate projects which measured and significantly improved business KPIs (conversion, retention, revenue etc.)
- Experience in conversion optimization and A/B testing
- Proficient using marketing automation technology (preference Marketo, but not essential)
- Familiar with GDPR compliance

What kind of person are we looking for?

- Collaborator and team player
- Excellent time-management and organizational skills
- Great interpersonal and communication skills
- Critical thinker and problem-solving skills
- Sense of ownership and pride in your performance and its impact on the company's success
- Always paying attention to detail
- Highly analytical; comfortable with data and numbers
- Customer focused, always putting the customer front of mind
- Self-driven to succeed and comfortable executing at a high level
- Driven to support execution of new projects and initiatives
- Always willing to advocate for your ideas
- Comfortable managing your own time and working in a hybrid / flexible working approach