



Anna Freud

Job Profile

Job title	CRM Marketing Manager
Reporting to	Head of Brand and Marketing
Employer	Anna Freud
Salary	£50,000 FTE per annum, plus 6% contributory pension scheme
Location	Hybrid (a mixture of home/onsite working): staff are working onsite for at least 20% of their working hours, either at our London site (4-8 Rodney Street, London N1 9JH) or our Northern Hub (Huckletree, The Express Building, 9 Great Ancoats Street, Manchester M4 5AD).
Working hours	Full-time: 35 hours per week. Usual working hours are Monday to Friday, 09:00-17:00. Out of hours work on occasion. Flexible working is possible.
Holidays	27 days plus Bank Holidays FTE
Term of contract	Permanent

About Anna Freud

We are a world-leading mental health charity for children, young people and their families. Our purpose is to take everything that we have learned over the last 70 years, and to transform the mental health of current and future generations of children and young people, to close the gap between mental illness and mental wellness - and to create a more compassionate society for everyone. Our vision is a world where all children and young people are supported effectively to enable them to develop their emotional and mental health, build on their strengths and achieve their goals in life. Our mission is to close the gap in wellbeing and mental health by advancing, translating, delivering, and sharing the best science and practice with everyone who impacts the lives of children, young people and their families.

Purpose and overview of the role

The CRM Marketing Manager is a new role within Anna Freud, supported by significant investment in CRM systems and marketing resource. The role reports to the Head of Brand and Marketing and sits within a newly-established Brand and Marketing team.

It is a chance to build the organisation's CRM strategy and marketing capabilities, laying robust foundations for increased engagement with our audiences. The post-holder will oversee CRM marketing activity and planning, managing a Senior CRM Marketing Officer. They will have the autonomy to shape this new function - starting with a deep-dive of our existing approach and goals for the future. They will work closely with a range of colleagues, including the IT team, to maximise the potential of our new Salesforce CRM system.

The post-holder will demonstrate initiative and curiosity to successfully collaborate with colleagues to advance this important area of work.

Main responsibilities

- In consultation with stakeholders, develop and deliver a CRM marketing plan to increase the value of our database audiences;
- Lead the creation and implementation of customer-centric lifecycle and solus campaigns to increase engagement and conversion;
- Recommend, introduce and deliver against CRM targets that support organisational goals. Implement regular performance reporting;
- Understand key customer journeys and touchpoints. Create a data capture roadmap to grow our data holdings and improve the effectiveness of activity;
- Contribute to the development of the team's Marketing Strategy and the organisational CRM Strategy;
- Oversee the scheduling, prioritisation and deployment of mass communications through the email service provider (ESP);
- Proactively conduct testing and analyse data to produce insights, using these to optimise outcomes;
- Maximise engagement and efficiency through segmentation, personalisation and automation;
- Brief creative assets to our internal design team;
- Work with colleagues in IT and project management to move ESP from Mailchimp to Account Engagement (formerly known as Pardot);
- Develop robust processes for email creation, list management and deployment with active management and mitigation of risks;
- Ensure communications are inclusive, accessible, and deliver a first-class brand experience;
- Champion CRM and customer lifetime value (CLV) principles and benefits across the organisation;

- Actively research CRM best practice and new developments, innovating our own activity as appropriate;
- Input system and data requirements into relevant technical roadmaps;
- Ensure all processes and marketing activity comply with relevant legislation including the General Data Protection Regulation (GDPR) and Privacy and Electronic Communications Regulations (PECR).

Management:

- Line manage the Senior CRM Marketing Officer and support their professional development;
- Ensure your team's work supports departmental and organisational priorities;
- Join the Brand and Marketing management team, and collaborate across the Brand, Marketing and External Affairs department in order to build team processes, planning, culture, and maximise the impact of all audience-based programmes.

All employee responsibilities:

- Maintain an awareness of and actively follow and promote Anna Freud's policies, including Equal Opportunities, Health and Safety, Safeguarding and Information Governance;
- Complete all Anna Freud mandatory training, including but not limited to Safeguarding, Health and Safety, Equality and Diversity and Information Governance, within the required timescales;
- The welfare of the children, young people and vulnerable adults who come into contact with our services either directly or indirectly is paramount and all staff have a responsibility to ensure that best practice is followed, including compliance with statutory requirements.

To be noted

This is not an exhaustive list of tasks; the employee will be asked to undertake other ad hoc tasks relevant with the scope and purpose of this role. This job description reflects the present requirements of the role, and as duties and responsibilities change/develop, the job description will be reviewed and be subject to amendment in consultation with the post-holder.

Person Specification

Before starting your application, please read the below in full to understand the requirements of this role. The key criteria which will help us to assess candidates are listed below. There is guidance to highlight at which stage the criteria will be assessed. **Please ensure all criteria listed to be assessed at application stage are evidenced in your supporting statement.**

Criteria	Assessment Method (Application/Interview)
Training, experience and/or knowledge	
Developing and delivering customer-centric CRM marketing plans to increase customer lifetime value.	Application/Interview
Developing and delivering CRM lifecycles and campaigns to achieve engagement and conversion targets.	Application/Interview
Using databases, email service providers and analytics tools (e.g. Google Analytics) to deliver and measure CRM activity.	Application/Interview
Thorough understanding of the GDPR and PECR in relation to data management and marketing.	Application/Interview
Skills and/or abilities	
Interrogate data and use insights to optimise activity and achieve targets.	Application/Interview
Work with stakeholders to understand goals and plan appropriate CRM programmes.	Application/Interview
Line management experience, or evidence of coaching and supporting others to achieve objectives.	Application/Interview
Fluent English language with strong copywriting skills.	Application/Interview
Other requirements	
Willing and able to work outside of working hours on occasion, as and when required.	Interview

During the interview(s), candidates will be asked at least one question regarding our values, and one question regarding equity, diversity and inclusion (EDI). We expect everyone to actively demonstrate our values and inclusive behaviours in all areas of their work. **Our values and EDI statement can be viewed [here](#).**

Equal opportunity

We ask our people to share their diversity dimensions with us as it helps us to identify, tackle and prevent any bias appearing across the employee lifecycle at Anna Freud. Monitoring this information allows us to understand how well our efforts to improve diversity, equity and inclusion are working. Your responses will be held securely by our HR team in accordance with our privacy policy and will not be seen by recruiting managers or the interview panel at any stage of recruitment, therefore your responses will not form part of our selection process.

Further support

We want to ensure all candidates can access and apply for our vacancies equitably, if you require any additional assistance to apply or would like to find out more about the role, please contact us on recruitment@annafreud.org. We aim to provide reasonable adjustments where operationally possible for the work that we do.

Post-interview

If successful after interviewing, you will be notified verbally with a job offer and pre-employment checks will be initiated.