**POSITION DESCRIPTION**

**Position title: CRM Manager**

**Location: Head Office**

**Reports to:** Chief Marketing and Customer Officer

**Entities:**  GMHBA Ltd

**Organisational level:** Management

**Reports:**  Nil

**Job Purpose:**

To lead the strategic direction, oversight and delivery of GMHBA’s Customer Relationship Management (CRM) applications, processes and integrated customer interactions and campaigns. .

**Accountabilities:**

**Strategy & Leadership**

Develop the CRM strategy and execute through all customer touchpoints in close liaison with key business stakeholders

* Leverage CRM as the central platform for continuously improving the customer journey through automation, personalisation and collaboration
* Design new automated communication flows, and oversee testing and optimisation processes to improve the logic behind triggers, personalisation, design and messaging.
* Analyse organisational touch points and maximise growth opportunities through customer journey mapping
* Drive technology and process initiatives to further improve our ability to understand and engage with the customer
* Actively participate in meetings and internal committees as required
* Collaborate and seek input from specialist functions and others as required, to maximise performance outcomes
* Be a role model and ambassador to others in setting, and upholding, the company values, culture and performance standards

**Campaign Collaboration**

* Enable member acquisition and retention campaigns across the business
* Enable cross-sell & upsell campaigns across our products, services & brands
* Establish and maintain the campaign library within CRM
* Enable intelligent direct communications with customers through CRM
* Create list, views & proactive and/or triggered campaigns through customer channel of preference
* Provide support to business users in using CRM technology to execute outbound communications
* Manage the business rules around outbound communications, and work to enable appropriate workflows, permissions and roles within the CRM system

**Data optimization**

* Ensure the CRM database is segmented effectively for targeted marketing activities
* Use analytics and A/B testing methodology to optimise targeting and future campaign performance
* Use available data to derive actionable insights and effectively target our customer base
* Uphold data quality management standards and protocols
* Use predictive analytics to improve effectiveness and efficiency of campaigns

**Regulatory & Reporting**

* Ensure compliance with the Company’s Delegated Authorities, Business Plan, Policies and Standards
* Submit to company audit processes and make recommendations as required
* Keep up to date with regulatory trends and changes, and ensure the company anticipates and navigates changes successfully
* Prepare reports and submissions for stakeholders and committees as required

**Stakeholders & Advice**

* Provide expert advice and recommendations to key stakeholders to facilitate understanding for robust decision making
* Present data on campaign results and ROI to key stakeholders in an impactful way
* Take opportunities to maintain positive and constructive relationships with regulators, auditors and other external stakeholders

**Other**

* Participate in the design, build and roll-out of business change programs designed to strengthen GMHBA’s performance
* Embrace the mindset and actively contribute towards embedding the GMHBA Way including working in an Agile environment
* It is not the intention of this position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position
* The accountabilities described within may be altered in accordance with the changing requirements of the role

**Key Relationships:**

|  |  |
| --- | --- |
| **Internal:*** CX Squad
* ITSG Team – including Applications team and Service Desk
* Continuous Improvement team
* PHI Operations, Call Centres and Branches
* Benefits Management
* Marketing
* Health Services
 | **External:*** CRM & Implementation vendors
* Other third-party vendors as required
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**Skills, Experience and Qualifications:**

**Mandatory**

* 3+ years’ experience in the design, development, build and run of CRM based software applications
* Proven capability in evaluating and prioritising new CRM initiatives, including presentation of cost/benefits analysis to key stakeholder groups
* Capabilities in CRM strategy and continuous optimisation, with experience designing detailed automated communications flows
* Ability to communicate complex strategic and technical ideas with clarity to stakeholders at all levels of technical competence
* Extensive experience and knowledge working with and supporting MS Office, MS Dynamics, MS Technologies and relevant software
* Sound knowledge of, and experience working with, third party providers including vendor and implementation support
* Experience in working with both legacy environments and the implementation of new application services including relevant integration requirements
* General knowledge of SQL and generalized relational database proficiency, and of digital marketing technologies
* Experience in establishing the process and performance framework for CRM associated business transformation, including the ability to analyse requirements from other applications such as Communications Modules and Marketing ERP to support integration

**Highly desirable**

* Strong background in customer acquisition, re-engagement and retention strategies
* Strong presentation and consulting skills
* Strong commercial acumen, preferably with retail and e-commerce experience
* Track record of leading cross-functional project teams