

Job Description: CRM ASSISTANT



Department: Central Marketing Team

Job role overview: We're looking for a highly organised, detail-focused CRM Assistant to support the planning, creation and delivery of large-scale marketing campaigns informed by data analysis and segmentation. In this role, you'll become an expert user of Microsoft Dynamics 365 and help deploy global email customer journeys that drive engagement, re-engagement and win-back activity across multiple audiences.

You'll contribute to the end-to-end build, testing and deployment of CRM campaigns, as well as support communications for global markets, E-Commerce teams, research projects and recall notices. Working closely with the Global CRM Coordinator and Global CRM Manager, you'll ensure all communications are accurate, data and content are up to date, and campaigns are delivered on time.

The role requires someone agile, comfortable working in a fast-paced environment with ongoing business change, and able to demonstrate strong commercial awareness through measurable results. This is an excellent opportunity for a university marketing graduate or someone eager to grow their CRM expertise and play a key role in delivering high-quality, personalised customer journeys.

Report to: Global CRM Manager

Location: Factory 2, Hinckley

Duties and Responsibilities:

- Support in the planning, building and deployment of CRM campaigns, including automated workflows, customer journeys and global email communications.
- Maintain and update email templates for mobile and desktop using HTML and CSS.
- Support email scheduling and deployment for the business, ensuring timely and accurate delivery.
- Conduct QA checks on all communications to ensure accuracy, consistency and brand alignment.
- Monitor campaign and journey performance, identifying issues, trends and opportunities for optimisation.
- Track and report on email effectiveness (open rates, CTR, conversions), using insights to refine strategies and improve performance.
- Apply email deliverability best practices including list hygiene, sender reputation, bounce management and GDPR compliance.
- Use Google Analytics to connect email activity to website behaviour, conversions and downstream performance.
- Deliver A/B testing programmes and iterate based on results to continually improve engagement and conversion.
- Source, prepare and adapt assets from the global asset library to produce email-ready content, including GIF creation.
- Write email copy aligned to brand tone of voice and focused on driving engagement and conversion.
- Maintain internal processes and documentation to support smooth, consistent campaign delivery.
- Report on key projects and campaigns, providing insights and recommendations.
- Support the Global CRM Manager with ad-hoc market requests, projects and operational tasks as required.

Person Specification: CRM ASSISTANT



	Essential	Desirable
Qualifications and Attainments	Maths and English GCSE grade C or above.	Previous experience of working within an automotive /manufacturing environment.
Professional Experience and Skills	Confident user of Microsoft Office (Excel, Word, Outlook) with practical experience in utilising reporting tools such as Power BI or Tableau Proficient in Dynamics 365 and comparable CRM systems, with solid understanding of email marketing compliance Experienced in managing and analysing large datasets Strong organisational skills with the ability to prioritise, multitask and work independently	Recent university graduate with marketing experience
Personality and Motivation	Self-driven and resilient, able to adapt quickly to new situations and work effectively under pressure Demonstrates clear, concise communication and consistently high attention to detail, with a proactive and enthusiastic approach to all tasks. Agility and managing change are essential skills to be a success in this role.	
Appearance and Characteristics	Well presented.	
Circumstances	Able to be flexible on working hours.	

