

Job Description: Global CRM & Lifecycle Manager



Department: Central Marketing Team

Job role overview:

Responsible for developing and delivering the global CRM and lifecycle marketing strategy across the full customer journey, from prospect acquisition and lead nurture through to owner engagement, retention and repurchase. The role leads multi-channel CRM campaigns, customer journey development, lead management improvements and data-driven marketing initiatives that improve lead conversion, customer engagement and commercial performance. Working closely with Digital, Brand, Product Marketing, Data, IT, Commercial, Legal, markets, dealerships and external partners, the position ensures effective use of CRM technology, customer insight, marketing automation and reporting to create more relevant customer experiences and stronger business outcomes. The role also manages CRM operations, governance, reporting, budget tracking and team development, while supporting motorcycle launches, market-led events and wider customer data projects.

Report to: Digital Marketing Manager

Location: Factory 2, Hinckley, Leicestershire

Duties and Responsibilities:

- Own and develop the global CRM and lifecycle marketing strategy across prospects, leads, owners and lapsed customers.
- Plan and deliver multi-channel CRM activity across email, SMS, paid media audiences, web, events, dealer follow-up and other customer touchpoints.
- Support motorcycle launches and market-led events, including lead capture processes, event app development, data uploads and integration into the Lead Management System.
- Develop & implement lead scoring, customer insight and CRM views that showcase useful customer data back to dealerships and improve follow-up quality.
- Work with Digital, Brand, Product Marketing, Data, IT, Commercial, Legal, markets, dealers and external partners to deliver effective CRM programmes.
- Manage and develop the CRM team, supporting both creative campaign delivery and operational excellence.
- Help maximise the value of CRM and marketing technology (AI, Personalisation), working with platforms such as Dynamics 365, Customer Insights, marketing automation tools, analytics platforms and lead management systems.
- Own the CRM product, including it's reporting, performance dashboards and budget tracking, ensuring activity is measured effectively, spend is controlled, and insights are used to improve campaign performance, lead conversion and customer engagement
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- Support wider marketing, customer data and business transformation projects as required.
- Any other ad-hoc duties as required by your manager.

Person Specification: Global CRM & Lifecycle Manager



	Essential	Desirable
Qualifications and Attainments		<p>Relevant professional qualification or training in CRM, digital marketing, data, marketing automation or project delivery.</p> <p>Educated to degree level in business or marketing.</p>
Professional Experience and Skills	<p>Proficient in Microsoft Packages including Excel, Word and Outlook.</p> <p>Strong experience in CRM, lifecycle marketing, marketing automation, customer engagement or growth marketing.</p> <p>Experience delivering CRM across multiple channels, not just email.</p> <p>Strong understanding of customer journeys, segmentation, personalisation, testing and performance measurement.</p> <p>Comfortable working with CRM, marketing automation or customer data platforms such as Dynamics 365, Salesforce Marketing Cloud, Braze, HubSpot, Klaviyo, Iterable or similar. Commercially minded and confident using data to identify opportunities, improve performance and influence decisions.</p> <p>Experience working with technical, data or platform teams to improve CRM capability, data flows, automation and reporting.</p> <p>Strong stakeholder management skills across marketing, digital, commercial, data, technology, markets and external partners.</p> <p>Understanding of consent management, data governance and customer communication compliance.</p>	<p>Previous experience of working within an automotive /manufacturing environment.</p> <p>Experience working across multiple markets, languages or regions.</p>
Personality and Motivation	<p>Commercially focused, with a clear understanding of how CRM drives business growth.</p> <p>Customer-led, with the ability to turn data and insight into relevant communications and journeys.</p>	

Appearance and Characteristics	Analytical, curious and confident interpreting performance data.	
	Strong communicator who can simplify complex CRM, data and technology topics.	
	Collaborative, organised and able to manage multiple priorities across markets and teams	
Circumstances	Proactive, delivery-focused and always looking for ways to improve, simplify and scale.	
	Professional, credible and able to represent the CRM function with internal stakeholders, markets, dealers and external partners.	
	Able to be flexible on working hours.	