

JOB DESCRIPTION



Section 1: General information	
Job title:	Senior Marketing Executive – Email and Customer Journey (CRM)
Department:	Marketing
Reports to:	Marketing Manager
Section 2: PenCarrie’s story and purpose	
PenCarrie’s story: With over 30 years’ experience, PenCarrie has built a strong reputation as a leading B2B supplier to the garment decoration industry. Based in Willand, Devon, PenCarrie stocks over 3,500 product lines from over 75 of the industry’s top brands from promotional t-shirts to high specification outdoor wear. With a primary focus on meeting the needs of customers, PenCarrie delivers not just on choice but on customer service, reliability and the values that make it one of the leading companies in the market. We are a family business employing 300 Team PenCarrie members each of whom is as passionate about the business as the next.	
PenCarrie’s purpose: The distribution partner that enables exceptional customer success.	
Section 3: Purpose and responsibilities of the role	
Main responsibilities We are seeking a highly motivated Senior Marketing Executive with experience in Email and Customer Journey (CRM) Marketing to join our busy and dynamic marketing team. The company is in the midst of a digital transformation and this role is pivotal in leading and embedding best practice in enhancing customer engagement, retention, and acquisition. This will be achieved through segmented/targeted email campaigns and effective CRM strategies to ensure the effectiveness of the customer journey from lead to valued customer, and beyond. The ideal candidate is both creative and data-driven, with a proven track record of executing successful email marketing campaigns, content creation and managing customer lifecycle marketing. As a member of our marketing team focussing on email and CRM, you will also have a combination of skills and experience across the marketing channel mix: online and offline comms (including social), updating landing pages, briefing website assets and all end-to-end elements of a campaign, as well as have a comprehensive understanding of customer comms. Forward planning and time management are essential and the ability to multitask will enable you to run multiple projects at any one time. An effective planner and proactive communicator, you will ensure the effective planning, delivery and scheduling of the marketing plan, whilst also measuring and analysing campaign results on all activity whilst being tenacious in seeking out continuous improvement. Determined, organised, proactive and with a keen eye for detail you will be a key part of this high performing, ever-learning team. <ol style="list-style-type: none">1. Drive performance (commercial and engagement) from Email Marketing2. Implement strategies (in collaboration with the Digital Optimisation Executive) to improve customer lifecycle management, including customer acquisition, retention, reactivation and growth3. Conduct A/B testing to optimise email performance (subject lines, visuals, CTAs, etc.)4. Analyse email performance metrics (open rates, click-through rates, conversions) and provide actionable insights to drive performance	

JOB DESCRIPTION



5. Use data-driven insights to segment audiences and tailor campaigns to specific customer groups
6. Understand the full functionality of our email management platform and leverage it to achieve commercial and brand goals including strategies for personalised communication, opportunities for email automation and improve engagement
7. Collaborate with Sales, Customer Service, and other teams to enhance CRM workflows
8. Maintain and update customer databases, ensuring compliance with GDPR and other Data Protection regulations
9. Own and deliver Customer Segmentation & Personalisation
Create and deliver multichannel campaigns to support brand and digital activity with support from Graphic Design team.
10. Create service messaging, including emergency communications, to inform customers of key business updates
11. Implement NPS, other customer feedback tools and undertake customer research data/customer research
12. Future responsibility of CRM Implementation and Management
13. Following implementation, manage and optimise the CRM system to ensure accurate data collection and segmentation
14. Take on any other responsibilities or tasks within skills and abilities whenever reasonably asked

Projects and Marketing Planning

- Input into Marketing strategy development, conduct market research to identify market requirements for current and future campaigns
- Undertake continuous analysis of the market trends and competitor activity to stay abreast of the competition
- Keep up to date with new web-based marketing, website designs and features, to feed back to the team where appropriate to create ideas for website traffic generation and online order growth

Reporting and Evaluation

- Evaluate the effectiveness of all campaigns and activity to then present performance back to the management team with trends, observations and suggestions
- Use learnings to constantly improve performance of the marketing plan and marketing team output
- Proactively evaluate performance and own your development plan and encourage the same initiative in the team assistants

Section 4: Person specification

Knowledge, skills and experience required:

- A Marketing qualification or relevant experience (2 years in a similar role)
- Demonstrable experience of working in a busy Marketing role in Email Marketing and/or CRM management
- Experience in leveraging Email Marketing software for commercial success (e.g. Mailchimp, Dotdigital, HubSpot, Klaviyo)
- Hands-on experience with CRM tools (e.g. Salesforce, Zoho CRM, Microsoft Dynamics)
- Knowledge of HTML/CSS for email templates (preferred)
- Strong understanding of Email Marketing best practices and data privacy regulations (e.g. GDPR, CAN-SPAM)
- Briefing and implementation of multi-channel campaigns across the marketing mix
- Analytical mindset with experience in interpreting performance metrics and using insights to drive improvements
- Excellent copywriting and communication skills
- Detail-oriented, organised, and capable of managing multiple projects simultaneously

JOB DESCRIPTION



- Ability to independently manage workflow and prioritise tasks to meet deadlines
- Creative thinker with the ability to generate innovative campaign ideas
- Strong commercial and analytical focus with experience in setting/reporting ROI and KPI's

PenCarrie Values

We're dedicated to customer success

- Every one of us can make a difference to our customers' experience
- We actively look for ways to help our customers succeed
- Our customers are considered in every decision we make

We build strong and respectful relationships

- We create a kind, safe and inclusive workplace where everyone feels they can thrive
- We collaborate to find solutions and build ideas
- We build trust in each other
- We're prepared to have the difficult conversations, giving and receiving feedback

We look forward and embrace change

- We're bold, brave and inspirational
- We look up, look out and look forward
- We anticipate and embrace change

We're proud of everything we do

- We strive to improve in everything we do
- We celebrate our achievements
- We all have a voice
- We know our priorities and implement with conviction and pace

We grow responsibly

- We use our resources wisely
- We're clear and transparent in our communications to all our stakeholders
- We're committed to reducing our environmental impact
- We give back to our communities



Section 5: Job description prepared by

Job title: Marketing Manager

Date: December 2024