

<b>Job Title</b>	<b>CRM Executive – Northern Europe</b>	<b>Function/Region</b>	Marketing
<b>Reports to</b>	Regional Marketing Manager	<b>Band</b>	3
<b>Location</b>	Germany		

### **Our Mission**

'To create the finest retail experiences.'

### **Our Purpose**

'Making the extraordinary possible'

### **Purpose**

The Regional CRM Executive supports the delivery and continuous improvement of CRM activity across the Northern Europe region, working closely with the Regional Marketing Manager and Centre marketing teams.

The role is responsible for coordinating CRM campaigns and journeys, monitoring performance, and applying insight to improve effectiveness and efficiency. Acting as a regional point of expertise, the role helps ensure CRM activity is consistent, customer-focused and aligned to the Group CRM model, while allowing for appropriate regional and local adaptation.

### **Key Responsibilities**

#### **CRM Delivery & Campaign Management**

- Support the implementation and adoption of the Group CRM model across Centres in the Northern Europe region
- Coordinate the rollout of CRM journeys and activities, either launching priority programmes or adapting proven initiatives from other regions
- Ensure CRM campaigns are executed accurately and on time, in line with agreed processes and standards

#### **CRM Performance, Insight & Optimisation**

- Monitor and report on agreed CRM performance metrics, including campaign performance, database health and NPS
- Analyse results and apply learnings to recommend improvements to targeting, journeys, creative and scheduling
- Use insight to support evidence-based decision-making and continuous optimisation of CRM activity
- Build and maintain strong working knowledge of regional CRM performance, becoming a trusted CRM point of reference

#### **Regional Planning & Coordination**

- Work with Regional and Centre marketing teams, Creative Services, Brand Partnerships and other stakeholders to build and maintain a quarterly CRM plan, reviewed regularly
- Balance adherence to established CRM processes with the flexibility needed to meet regional requirements
- Support alignment between CRM activity and wider marketing and commercial plans

## **Creative Quality & Channel Effectiveness**

- Ensure CRM creative execution is on-brand and aligned to the CRM model and objectives
- Support creative briefing and approval processes, contributing to copy development where appropriate
- Develop understanding of CRM channels and formats, applying a test-and-learn approach to improve effectiveness over time

## **Salesforce Briefing & Deployment Support**

- Prepare clear and thorough Salesforce briefings, ensuring clarity across journey design, segmentation, personalisation, testing, measurement, translations and deployment schedules
- Adhere to defined governance and briefing processes to support accurate and efficient deployment

## **Stakeholder & Centre Engagement**

- Own CRM plans for assigned Centres, ensuring stakeholders are kept informed and engaged
- Adopt an account-management mindset, building effective working relationships and securing buy-in for CRM activity
- Support Centres in understanding CRM objectives, performance and opportunities

## **Project Support**

- Support or lead defined CRM projects where required, applying structured planning approaches (e.g. AOSPIC) under the guidance of senior stakeholders

## **Skills and Experience**

### **Insight & Judgement**

- Data-driven mindset with the ability to interpret campaign and customer data
- Applies judgement to identify opportunities for improvement and optimisation
- Comfortable challenging existing approaches using evidence and insight

### **Communication & Influence**

- Clear and confident written and verbal communication
- Able to explain CRM performance, plans and recommendations to varied audiences
- Contributes constructively to discussions and decision-making

### **Collaboration, Relationships & Inclusion**

- Works effectively with Regional, Centre and Group stakeholders
- Collaborative and inclusive approach to cross-functional working
- Builds positive working relationships across markets and cultures

## Execution, Delivery & Performance

- Strong organisation and coordination skills, managing multiple campaigns and timelines
- Attention to detail across briefing, execution and reporting
- Reliable delivery within agreed processes and frameworks

## Learning, Adaptability & Future Readiness

- Curious about CRM best practice, channel effectiveness and customer behaviour
- Open to learning and applying new approaches through testing and iteration
- Adapts effectively to changing priorities and requirements

## Business, Commercial & Digital Acumen

- Good working knowledge of Salesforce Marketing Cloud (ExactTarget), including campaign and journey building, segmentation and reporting
- Understanding of CRM principles within a retail or customer-facing environment advantageous

## Requirements

- Previous experience in a CRM, marketing or customer-focused role
- Fluent in English and German (written and spoken)

## Our Success Framework



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At McArthurGlen we value the diversity of our people.

We celebrate difference and believe that everyone is extraordinary.

We are committed to building a culture where our opinions and contributions are listened to and respected and anyone can be themselves.

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