

thought

Customer Growth & CRM Manager

Thought is an award-winning fashion business that is rapidly growing in strength and reputation through its innovative clothing designs from natural and sustainable materials. Established almost 20 years ago **Thought** has a thriving Wholesale business with more than 1,000 stockists across the UK and internationally alongside a rapidly growing ecommerce business dispatching globally.

Our established and growing sustainable fashion business is looking for a **Customer Growth and CRM Manager** who is driven by the idea of leveraging their experience and playing a key part in a fast-track growth journey.

Key Role Responsibilities...

Creating, developing and executing the Thought Customer Growth & CRM Strategy across all customer touchpoints and segments

*Working in partnership with key business figures and external partners to develop and execute a multi-year customer strategy which enables **Thought** to understand its customers on a deeper level and puts the customer experience at the heart of the business advocating best-in-class service*

Working business-wide to truly enhance our customer's experience

Developing a reporting function to answer key business questions enabling "deep dives"

Assisting the eCommerce team in budgeting sales and planning trade initiatives

Data protection and advising the business on GDPR/PECR law, and best practice and compliance

Working closely with the Marketing team to develop key customer propositions

A bit about you:

You will have demonstrable experience in a similar role, ideally in a fashion clothing brand with direct-to-consumer experience and be a passionate, data driven, highly analytical with incredible attention to detail. Significant experience on CRM platform/Email Service Providers/Marketing automation programmes is required and it is useful if you have experience of using Emarsys and Google analytics and fully competent at using Content Management Systems.

We are looking for a passionate, enthusiastic, confident, and communicative person with a can-do attitude who can relate to and understand that sustainability is what makes us different.

What's in it for you?

Competitive salary package
Seasonal gift card to buy products

Generous clothing discount
Paid Volunteering day

thought

Company Pension
Company events

Paid sick days
Additional annual leave

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