

## CRM and email marketing executive

**Start date:** ASAP

**Contact:** [sales@aplmedia.co.uk](mailto:sales@aplmedia.co.uk)

**Salary:** Competitive

**Contract:** Permanent role, office based but with flexible working an option

APL Media is looking for an individual to join our growing team as an email marketing and CRM executive, reporting to our commercial director. The successful candidate will be primarily responsible for the day-to-day management of all B2B email marketing campaigns and the quality of the data held in our CRM system, as well as supporting wider marketing and sales functions as required.

### The company

APL Media produces a range of editorial, advertorial and sponsored media for the travel and lifestyle sectors, including magazines, newspaper supplements, bookazines and online content. Consumer titles include *National Geographic Traveller* (UK), *National Geographic Traveller Food* (UK) and newspaper inserts for *The Guardian*, *Evening Standard* and *The Telegraph*. Trade titles include *ASTA Worldwide Destination Guide* and *Postcards*.

### Primary responsibilities

- Create, plan and deliver innovative CRM strategies and email marketing campaigns using segmentation, targeting and personalisation to retain existing clients and drive business growth
- Day-to-day management of Workbooks (our CRM platform) to ensure that the data is accurate, up to date and conforms with GDPR regulations
- Support the cross flow of data contained within Workbooks and Spotler (our email marketing platform)
- Help write effective, compelling content for both email campaigns and landing pages associated with these campaigns to drive increased conversion
- Create a testing plan to improve customer engagement, track and report on all email activity and continuously evaluate the effectiveness of all campaigns, optimising them accordingly
- Responsible for database cleansing and re-engagement tasks
- Provide weekly CRM results reporting and analysis

### Required skills & experience

- At least 12 months experience in a similar role, creating, and reporting on, email campaigns
- Experience using email marketing platforms such as Spotler
- Experience using a B2B CRM platform such as Workbooks, Salesforce, etc.
- Proficient in the use of a range of communication and presentation tools
- Positive, collaborative, can do-do attitude
- Ability to manage multiple stakeholders, including sales, marketing and editorial



- Highly organised and methodical, with exceptional attention to detail
- Basic HTML and CSS coding ability
- Knowledge of CRM and KPI terminology and GDPR compliance
- Ability to collect and analyse information
- Demonstrable experience in CRM across both client acquisition and retention
- Good knowledge of segmentation, targeting and automation

### **How to apply**

Send your CV and a cover letter to [sales@aplmedia.co.uk](mailto:sales@aplmedia.co.uk). Please note, only successful candidates will be contacted.