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**28 (Credit Club matrix team)**

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**Direct Reports:**

**Reporting To:**

**Head of CRM Strategy and Planning at MSM, dotted line to COO, Credit Club**

**Location**

**Role Title:**

**CRM Manager, Credit Club**

**London**

**Team Size:**

**Why Join MoneySavingExpert.com?**

MoneySavingExpert.com is the UK’s biggest consumer website. It provides millions of users with free, independent, editorially led information about all things money. The goal for everyone working at MSE is simple – we’re dedicated to cutting consumer bills and fighting hard for financial justice for everyone. We get about 15 million MoneySavers to our website every month. Our weekly email is full of exclusive deals, tricks and MoneySaving guides, all aimed at helping people make the most of their cash. The MSE Forum is a lively and supportive community, with more than 1.5 million users taking part in three million discussions ranging from making the most of your credit card to good old-fashioned thrifty budgeting. In addition, our Cheap Energy Club takes the hard work out of switching energy and saving on energy bills while the newly launched Credit Club is a great way of managing an array of financial decisions.

But what really makes MSE stand out from the crowd is its [Editorial Code,](http://www.moneysavingexpert.com/site/editorial-code) which lies at the heart of everything we do. Regardless of your role at MSE, it’s everybody’s job to champion the consumer – and that makes us a truly unique, exciting and rewarding place to work. If you’re inspired by what we do or see yourself as a passionate consumer champion, and have the grit and enthusiasm along with the skills we seek, a career at MSE might just be the right career step you’re looking for.

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**Why join our Credit Club team?**

In 2016 we launched Credit Club, a revolutionary new credit profile tool providing users with a view of their Experian Credit Score, an understanding of their affordability and an indication of which credit products they might be accepted for, all for free. You will join at a time when we are working to accelerate Credit Club around a clear vision of helping UK adults take action to reduce the cost of their existing debts, access better lending products and effectively manage and plan for a better financial future.

Your role will be critical in developing effective regular contact with our members around their changing credit score, building trust that we are there to support them and hold their hand (when needed) through the complex world of credit scoring and what it means for them. We currently email members to notify them when their credit score is updated and that a new credit report is available, sending thousands of emails every month. We want to step this up, to ensure people get the right (personalised) information at the right time, allowing them to make informed decisions even more easily and save more money. Part of your job will be – via email campaign strategy – to educate that Credit Club is on the side of members with impartial, comprehensive, jargon-free information and tips to put them in control and empower them to make a change.

As a team we’re sociable, friendly and enjoy collaborating with other teams across the organisation to achieve objectives as well as being helpful experts in our own areas. Our aim is to give our members the best experience and outcomes possible and we strive for improvement every day, even in the small things. The Credit Club team is based in our Ewloe office, near Chester, and MSE head office in the centre of London.

**What will I be doing?**

* Create, own and implement CRM strategy to ensure we’re building effective relationships with our members by providing relevant information at the right time to increase engagement as the key success measure.
* Work with tactical partners to deliver product-led messaging where appropriate and strategic partners to help shape the customer journey building a strong below-the-line proposition for our brand.
* Champion a best-in-class experience for members across all devices, exploiting all available opportunities to drive customer journeys across our owned media estate (shop/digital retargeting/email/CC).
* Fully responsible for the planning and execution of CRM campaigns to deliver key business objectives, primarily engagement for our existing members and acquisition of new target segments.
* Produce clear and articulated plans each quarter to deliver customer-centric objectives.
* Translate the new customer-centric plans into execution schedules by working with our Data, Analytics and Operations teams.
* Work closely with the Credit Club product team to ensure the email strategy aligns and supports the product roadmap and vice versa.
* Develop a process for easy AB testing of different email content for continuous optimisation. Ensure insights are used to inform, develop and lead campaign plans.
* Develop and deliver weekly and monthly reports to quantify the impact of implemented tactics.
* Develop processes to drive collaboration and consistency between internal and external teams involved in email communication.
* Work with the content and creative teams to deliver scalable, repeatable marketing automation and dynamic content processes to scale our customer-centric communications capability.
* Ensure all content within emails is in line with MSE’s Editorial Code, style and voice, is 100% accurate and meets required financial promotion regulations.
* Ongoing awareness of email/digital marketing best practices to identify campaign improvements.

**What skills and experience do I need?**

**ESSENTIAL:**

* Strong background in email marketing and consistent track record in successfully planning and executing CRM strategies.
* Inquisitive digital native with a passion for designing and delivering customer-centric change management programs.
* Experience in using eCRM Software, including data manipulation and campaign list selections.
* Analysing large data sets (quantitative and qualitative) to extract and present meaningful and actionable insights. Highly numerate, analytical and results focused.
* Familiarity with testing and optimisation techniques.
* Excellent written and verbal communication skills with the ability to make complex issues understandable.
* Clear understanding of putting the customer at the heart of decision-making.
* Have an understanding and curiosity of how content and creative can drive a customer-centric CRM program and improve CRM metrics.
* A ‘can-do’ attitude, acting as a self-starter with a high level of initiative.
* Excellent organisational and workload management skills.
* Experience working in a fast-paced environment and able to deliver under pressure.
* Ability to work in a matrix organisation, engaging colleagues across teams to deliver objectives.
* 5yrs+ of experience in CRM or a similar field.
* Familiarity with social media, direct mail and their relationship to email marketing.

**NICE TO HAVE:**

* Educated to degree level
* Examples of developing and executing marketing strategy
* Marketing qualification, eg, IDM or CIM
* Personal finance knowledge, in particular credit scoring
* Passion for MoneySaving

To apply, please email your CV, covering letter and salary expectations to [jobs@moneysavingexpert.com](mailto:jobs@moneysavingexpert.com).