

Job Description

Job Title : Executive, Relationship Marketing

Department : Cunard Marketing – CRM

Reporting to (Job Title) :Senior Executive,
Relationship Marketing

No of Direct Reports : 0

Titles of Direct Reports: not applicable

Size of Department: 6

Budget Responsibility (direct) : £ none

Revenue Responsibility (direct) : £ none

Date of issue: January 2021

Issued by (name): Louisa Gould

Overall Purpose of Role :

To work closely with the Senior Executive, Relationship Marketing, and other members of the CRM team to deliver all customer journeys and communication plans so that our strategic objectives of increasing the lifetime value to the business, of our loyal passengers and recruiting new prospects and converting these to become loyal passengers, are fulfilled.

This will include all customer touch points, but primarily direct mail and email within our customer journeys and campaign marketing, as well as assisting with the running of Cunard's guest loyalty scheme.

Main Activities and Responsibilities

Strategic Leadership

- To support the end to end implementation of our CRM campaigns from briefing, through design , data selections and fulfilment to Cunard past passengers and enquirers under the guidance of the CRM management team.



CARNIVAL UK

- To help develop, implement and maintain insight driven CRM customer journeys, that engage, retain and drive bookings, pre-cruise purchases and on board sales, from past guests and new enquirers.
- To be involved with the planning process for our communications plan ensuring our CRM strategy is met.
- To ensure that all CRM materials are produced according to the campaign brief, reflecting the Cunard brand as a luxury lifestyle brand and are delivered on time to the handling house.
- To co-ordinate the internal briefing of the campaigns and to ensure responses and campaign performance are closely monitored.
- To assist with the management of the Cunard World Club loyalty programme so it remains fresh, relevant and dynamic to maximise guest retention and can be effectively delivered on board.

Budget Management / Financial Responsibilities / Revenue / Sales / Cost Management / Cost Control

- To help consistently seek cost effective improvements and cost reductions to the existing processes.
- To assist in controlling costs for CRM customer journeys and campaigns.

Customer Responsibilities (Internal & External Customers)

- Build the day-to-day relationship with 3rd parties such as CRM agency, mailing houses, printers, designers and postal services suppliers.
- To ensure internal departments are kept up-to-date on CRM customer journey developments and results.
- To build strong customer relationships through the use of customer journeys.
- To maintain strong relationships and communication with Customer Services for the delivery of outbound campaigns, and dealing with passenger, Customer Contact Centre and the Partnership Sales team queries.
- To co-ordinate the delivery of the CWC programme on board and work with all parties involved with the CWC programme to ensure a smooth customer delivery.

Technical (including systems) and/or Professional Responsibilities

- To have a good understanding of the mechanics behind direct mail and email marketing including the use of campaign management tools (in particular Faststats Discoverer, Peoplestage and Adestra).
- To have an understanding of the print and production process for direct mail.
- To be able to assist with the analysis and interpretation of results and disseminate to all stakeholders with a clear summary.

Administration Responsibilities

- To provide general support to the Senior Executive, Relationship Marketing CRM Campaigns Manager and Senior CRM Manager where required.
- To be responsible for ensuring all elements of the customer journeys are delivered, including enquiries, pre-cruise and post-cruise.
- To set up and manage the deployment of CRM campaigns and customer journeys.

Other Responsibilities

- To undertake other projects in furtherance to past passenger retention or enquirer acquisition as required.
- Constant reviewing of processes, seeking more efficient practices.

HSS Responsibilities

- Lead by example by taking care of the health and safety of yourself and others.
- Report all accidents, 'near miss' incidents and work related ill health conditions to your manager and to the Facilities department.
- Follow safety rules and procedures.
- Use work equipment, personal protective equipment, substances, and safety devices correctly.
- Take part in safety training and risk assessments and suggest ways of reducing risks.
- Act safely in accordance with our safety behaviours.

General Responsibilities

Adheres to Corporate Policies and Procedures, including Code of Conduct, Audit Procedures and any control related responsibility for financial data entered, stored, or reported via business systems within employee's control (list not exhaustive).

To undertake ad hoc duties as required.

Special Requirements (Equipment Used, External Contacts etc):

- PC Literate – email, internet, Microsoft Office including Powerpoint and Excel
- Knowledge of a CRM solution like FastStats Discoverer and Peoplestage and an email service provider like Adestra would be advantageous.

Other Features of Job (travel, hours of work, working conditions etc):

- Hours of work 35 hours per week, however out of hours work may be required when necessary for events and ship visits including weekends and bank holidays.
- Travel to CRM agency based in Bristol.

Location: Working from home and in our Southampton Offices



CARNIVAL UK

Person Specification

Job Title: Executive, Relationship Marketing

Department : Cunard Marketing

Education, Qualifications and Training

Essential:

- Good A Level Minimum (or equivalent).
- Excellent computer skills, especially in Microsoft Office packages and preferably in a campaign management system.

Desirable:

- Degree and/or marketing qualification.
-
-

Experience

Essential:

- Previous Marketing role and / or travel experience.
- Good understanding of CRM including direct mail and email.
- Experience of working on large projects with excellent administration and time management skills.

Desirable:

- Knowledge of and/or experience of end to end marketing customer journeys.
 - Knowledge of and/or experience of Cunard product and operation.
 - Knowledge and/or experience of loyalty programmes.
-
-

Work Based Competencies

Competencies that refer to the specific work related skills required for successful performance in the role. (E.g. technological competence, written ability, numerical ability, relevant legislative or procedural understanding, analytical ability, organisational ability and project management etc.

Essential:

- Computer literate with Word, Excel, Power Point
- Excellent interpersonal skills
- Well organised and able to meet deadlines
- Creative and imaginative approach to new opportunities
- Excellent administration skills and attention to detail
- Decision making ability
- Proofreading

Desirable:

- Knowledge of cruise industry and customer relations marketing principles
 - Copywriting skills
-

Behavioural Competencies

Competencies that refer to the personal characteristics and behaviour required for successful performance.

Please ensure that this is linked to the generic competency framework. For example Commercial Acumen, Communication, Customer Focus, Influence, Motivation and Commitment, New ideas/Continuous improvement, Problem Solving and Decision Making, Team Work. Each level of competency required should be described specific to the level of the role.

Essential:

- Calm under pressure
- Positive and resourceful attitude
- Creative and receptive outlook
- Good attention to detail
- Lateral thinker
- Confident, capable and persuasive
- Good communicator at all levels
- Problem solving skills
- Able to work on own initiative, whilst being a good team member
- Willing to help at all levels