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**Email Marketing Manager**

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| **Job level**  | 4 - PL2 | **Reports to** | Membership and Retention Manager |
| **Directorate** | Zoos & Engagement | **Function** | Marketing |
| **Contract**  | Permanent | **Location** | Regents Park, London |

**Responsibility for resources**

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| **Direct line reports** | None | **Responsibility for other resources** |  |
| **Financial resources** | Responsible for a budget of approx. £22k |

**Our vision and mission**

The Zoological Society of London (ZSL) is an international conservation charity, driven by science, working to restore wildlife in the UK and around the world. Our vision is a world where wildlife thrives and every role, every person in every corner of ZSL has one thing in common – we are all conservationists, and passionate about restoring wildlife.

**Purpose of the role**

The purpose of this role is to manage and deliver an effective email CRM programme for ZSL and its Zoos (London Zoo and Whipsnade Zoo) across the broad range of audience groups (zoo visitors, donors, members, experience bookers, etc.). The aim is to continuously grow customer acquisition, engagement, value and loyalty as part of an overarching Supporter Journey that has the customer experience at its heart.

**Key responsibilities**

* Design and build on-brand email marketing campaigns from end to end. Including copywriting, building emails on Dotdigital, sending campaigns and manage A/B and MVP testing strategy to ensure continuous optimisation of email campaigns.
* Own the overall email campaign plan and delivery, working with audience owners across ZSL to manage email communications, providing guidance and best practice.
* Analyse and segment customer data and maximise this data to deliver effective targeted activity, managing the quality and frequency of messaging. Use this insight to identify opportunities for up-selling or cross-selling programmes.
* Develop and deliver GDPR compliant customer data acquisition strategies and ensure all activity is GDPR compliant.
* Work with the Membership and Retention Manager to fully develop, deliver and manage an effective CRM programme for ZSL to build (automated) supporter journeys along the customer lifecycle, driving loyalty and growing the value of each customer and ROI from CRM activity.
* Work with the Digital Marketing Executive to track and analyse campaign results (engagement, conversion rates, web analytics, ROI) to produce regular reports on campaign performance, and continuously implement improvements based on findings.
* Ensure that the central CRM database is managed and maintained and work with members of staff across ZSL to ensure all customer data and communication is GDPR compliant.
* Develop strong working relationships with our Ticketing and Systems teams to understand and use Tessitura, our ticketing, membership and donations CRM platform.
* Manage ZSL’s email service provider (currently Dotdigital) including being responsible for managing and maintaining the data within it to ensure that all customer data and communication is GDPR complaint, management of the ESP budget and management of the relationship with the ESP supplier.
* Support ZSL’s wider conversation initiatives with the management of their respective email programmes (e.g. WildCats, SPOTT).

Additional tasks may be assigned from time to time that are in line with the level of the role.

**Person Specification**

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| Experience |
| Essential | * Email CRM programme management experience
* Consumer marketing communications experience
* Experience of managing a customer database
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| Knowledge and skills |
| Essential | * Strong project management skills, able to co-ordinate multiple project and stakeholders and manage competing priorities
* Excellent working knowledge of email service provider platforms, including knowledge of establishing automated programmes, growing the value of each customer and overall return from CRM activity
* Experience in copywriting
* Experience in manipulating customer data with a good attention to detail.
* Proven knowledge of the General Data Protection Regulation and how this applies to customer data
* Good analytical and problem-solving skills with strong commercial focus
* Excellent interpersonal, communication and influencing skills
* Excellent Microsoft Excel skills
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| Desirable | * Experience with Dotdigital is highly desirable
* Experience of working with Tessitura, the CRM platform
* Working knowledge of HTML
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| Additional requirements |
| Essential | * This post can operate on an agile/blended working model. We’re currently meeting as a team at the office (Regent’s Park) once per week, working from home for the rest of the week. Occasional travel to Whipsnade Zoo will also be required.
* This role requires very occasional work during evenings and/or and weekends if urgent communications are required to send out to customers (for e.g. Zoo closures etc.).
* Strong commitment to ZSL’s values and behaviours:
* Collaborative
* Inspiring
* Inclusive
* Innovative
* Impactful
* Ethical
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