Job Title	CRM Manager
Department	Marketing
Responsible to	Head of Omnichannel Marketing (CRM, Web and App)
Responsible for	CRM Executive
Budget:	TBD

Role Purpose
The CRM Manager is responsible for developing and implementing strategies to maximise customer engagement, loyalty, and lifetime value through effective management of the club's Customer Relationship Management (CRM) system and data warehouse. This role involves overseeing the day-to-day operation of CRM and data tools and platforms, analysing customer data, and executing targeted marketing campaigns to enhance customer experience and drive business growth. The ideal candidate will have a deep understanding of CRM platforms, customer segmentation, and data-driven marketing.

Your Impact
By developing effective CRM strategies, personalised communications and reliable customer insight, the role will improve supporter engagement and experience, strengthen loyalty and lifetime value, and support sustainable business growth across the wider Club.

What You'll Deliver

- Develop and execute the CRM strategy to enhance customer retention, loyalty and lifetime value, ensuring activity is aligned with wider brand, marketing and business objectives.

- Define and segment customer groups using demographic, behavioural and transactional data to deliver personalised, targeted marketing campaigns, communications, content and offers.

- Increase the marketable database by identifying and improving digital user journeys and opportunities for customer data capture and engagement.

- Plan, execute and monitor multi-channel CRM campaigns across email, SMS, push notifications and social media, using A/B testing and performance data to optimise activity and improve results.

- Analyse customer and campaign data to identify behaviours, preferences, trends and opportunities, developing dashboards and regular reporting to track key CRM metrics and presenting insights and recommendations to senior management.

- Work closely with Product Marketing, Partnerships, Supporter Services, Creative, IT and Product Development to align CRM initiatives with wider business priorities, marketing activity, product launches and updates.

- Manage the day-to-day operation of the club's CRM system and Data Warehouse, including troubleshooting, workflow configuration, system upgrades and ensuring effective integration with other marketing and business tools.

- Oversee customer data quality, accuracy and integrity, ensuring CRM activity complies with GDPR and relevant data protection regulations, and working with Legal and Compliance teams to ensure data is managed securely and ethically.

How You'll Lead

- Act as a role model for our values and valued behaviours, leading your team to do the same and appropriately challenging behaviours that do not align to our values.

- In your capacity as a manager, ensure that you and your team(s) comply with all people management policies and processes and that these are applied fairly and consistently.

- Lead the delivery of automation and personalisation across owned channels, setting clear priorities and ways of working across relevant teams and partners. Foster a culture of collaboration, experimentation and continuous improvement, while building the processes and capability required to scale automation and personalisation.

Key Relationships
- Head of Omnichannel Marketing (CRM, Web and App) - reporting, priorities and alignment with wider omnichannel marketing activity. - CRM Executive - day-to-day leadership, priorities, development and delivery. - Product Marketing, Partnerships, Supporter Services, Creative, IT and Product Development - collaboration on campaigns, business priorities, product launches and updates. - Legal and Compliance teams - ensuring customer data is managed securely, ethically and in line with GDPR and relevant data protection regulations. - Senior management - presentation of CRM performance, insight and recommendations.

How You'll Work
- Perform duties with due regard to club policies and procedures and legislative requirements at all times; - Ensure implementation of the clubs health & safety, safeguarding, welfare and equality policies to create a safe working environment for all; - Ensure working practices are compliant with relevant legislation and data protection legislation and/or general data protection regulations (GDPR) requirements; - Undertake continuous professional development (CPD) training and/or additional training as identified or as required.

What You'll Bring

Essential

- Demonstratable experience in CRM, digital marketing or a related discipline, with a strong understanding of CRM principles and customer-focused marketing.

- Proven experience using CRM and marketing automation platforms, such as Bloomreach, Braze, Salesforce, HubSpot, Microsoft Dynamics or similar technologies.

- Strong experience delivering data-driven CRM and marketing campaigns, using customer data and insight to inform targeting and improve effectiveness.

- Strong analytical and problem-solving skills, with the ability to interpret complex data, identify trends and opportunities, and translate insight into actionable strategies.

- Strong understanding of customer needs and behaviours, with a customer-first approach to improving engagement and the overall customer experience.

- Experience working cross-functionally and influencing stakeholders, with the ability to collaborate effectively with teams across the organisation to achieve shared objectives.

- Strong project management and organisational skills, with the ability to manage multiple projects, priorities and deadlines while maintaining a high level of accuracy and attention to detail.

- Excellent communication and stakeholder management skills, with the ability to communicate clearly, build effective working relationships and influence without direct authority.

Desirable

- Experience within professional sport, entertainment, membership, hospitality or fan-focused environments.

- Experience working within a large-scale CRM ecosystem and customer data platform.

- Experience using Bloomreach or a comparable marketing automation and personalisation platform.

- Experience working in a subscription, loyalty or membership-led business.

- Understanding of customer data, tagging, integrations and marketing technology infrastructure.

Qualifications & Development

Essential

- Bachelor's degree in Marketing, Business, Data Analytics, or a related field. A Master's degree or MBA is a plus.

- Undertake continuous professional development (CPD) training and/or additional training as identified or as required.

Pre-Employment Checks
This role does not require a criminal records check (CRC) deemed suitable by the Club.

Our Commitments

General Statement

All employees of the Club must at all times carry out their responsibilities with due regards to all policies and procedures and in particular health and safety, confidentiality and data protection.

Safeguarding & Welfare Statement

The Club is committed to the safeguarding and welfare of all children, young people and adults at risk of harm and requires all staff, volunteers and others associated with the Club to share and endorse this commitment.

As part of this commitment, all staff are expected to undertake regular safeguarding and welfare related training and to ensure the environments in which they work remain safe at all times. This includes ensuring 'best practices' are adopted at all times and incidents or concerns are proactively reported. Safeguarding is considered everybody's responsibility.

Equality, Diversity & Inclusion Statement

The Club is committed to equality, diversity and inclusion, encapsulated by the Club's brand United As One, and believes in equal opportunities for all. We expect that all staff, volunteers and others associated with the Club share and endorse this commitment in a positive manner. The club does not tolerate any form of direct or indirect discrimination, victimisation or harassment. Your behaviour must align to the principles of equality as outlined in the Clubs equality policy which can be found at www.nufc.co.uk/UnitedAsOne.

Health & Safety Statement

The Club is committed to effective management of the Health and Safety risks to all employees, visitors, supporters, and any others associated with the Club. As part of this commitment all staff are expected to conduct your business in a proactive way that prevents injury and ill health to those who may be affected by your activities.

All staff are expected to undertake regular Health & Safety related training and to ensure the environments in which they work remain safe at all times, with the mindset that Health & Safety is everybody's responsibility.