**Nespresso UK&I**

**Campaign Manager (Junior)**

**Competitive + excellent benefits**

**Gatwick**

**Nespresso** – a name synonymous with quality and innovation. Our story began with a simple but revolutionary idea: to enable anyone to create the perfect cup of espresso coffee – just like a skilled barista. Since 2001 in the UK, we’ve responded to consumers’ increasing appreciation for quality coffees and our year-on-year growth is testament to the quality of our offering. Our quest, to be seen as *the* most indulgent coffee, has resulted in the very highest quality coffees, enjoyed as solutions for ‘In Home’ and ‘Out Of Home’ consumers

**Our opportunity:**

Working alongside the CRM Lifecycle Specialist, you will be part of the team responsible for all Lifecycle Programmes and Activations, from the developing, targeting and segmentation of each campaign through to deployment and post campaign evaluation

**Your duties and responsibilities will include;**

* Support the CRM Lifecycle Specialist in planning, developing and executing all local and global led Lifecycle initiatives and programmes to reward, reduce churn and drive order frequency
* Responsible for building and deploying campaigns through the Email Service Platform
* Develop eCRM / direct mail test and learn strategies to optimise communication effectiveness
* Work closely with all key stakeholders (printers, creative agencies and cross functional teams) to ensure campaigns are deployed in line with strategy
* Work closely with Nespresso’s customer facing teams to ensure the Call Centre, Boutiques and e-Commerce are aware of each campaign
* Support the CRM Lifecycle Specialist with campaign forecasts and ensure teams are briefed on all KPIs
* Assist the CRM Lifecycle Specialist in the delivery of pre and post campaign analysis, working closely with the Insights Specialist and Data Analysts to understand the impact of each email/DM campaign.
* Work closely with the CRM Lifecycle Specialist on monthly budgeting

**Who is the right person for this role?**

The candidate must have experience of end to end campaign management as they will work with the CRM Lifecycle Specialist to plan and deliver multichannel campaigns.

* Proven eCRM and direct marketing experience, ideally gained within a fast-paced, consumer environment
* Experience in Lifecycle / Automated CRM Programmes is preferred but not essential
* Experience in using an ESP for building and deploying campaigns is preferred but not essential
* Experience in campaign planning and execution
* Proficient in Microsoft Office (Excel, Word, PowerPoint, Visio)
* Experience using Photo Shop, Illustrator and HTML is preferred but not essential
* Strong team player
* Excellent organizational skills and a good communicator
* Strong project management skills and attention to detail are essential for this role
* Must be able to work in a fast-paced, high-pressured, hectic environment, with dynamic deadlines
* Must be able to prioritise workload with minimal supervision and manage multiple projects
* Analytical but also a creative thinker with a can do attitude, who is proactive and curious

**Nespresso** have a strong benefits package which includes, for this role, a competitive base salary, yearly bonus potential, a competitive pension and 25 days holiday + Bank Holidays.

**Nestlé UK & I** is committed to equal opportunity for all. We may collect relevant data for monitoring as part of our candidate registration process.