CRM & Marketing Data Executive (F)

Job purpose:
- To provide application and data advice, tools and support to users and non-users across TLS, stakeholders and members, helping to monitor and improve system usage, accuracy and performance
- Lead on the initial and enhanced training of new application users including content design and delivery
- To coordinate data quality initiatives to improve data management and maintenance while effectively managing relationships across TLS

Key Accountabilities:
- Provide data extraction, manipulation, collation and processing capabilities to support TLS marketing and comms campaigns and other member communications activity
- Work with the TLS CRM/data manager, DP officer and risk teams to ensure TLS has access to the member data it needs to execute planned marketing and comms activity
- Act as the Commercial and Partnerships centre of competence on all data issues
- ensure TLS campaigns are GDPR (or future equivalent) compliant, designing and implementing the necessary controls to ensure compliance
- Work with transformation efforts to support the development of improved member data capabilities across Commercial and Partnerships which support the MX and commercial strategies

Stakeholder engagement
- Acting as 1st line support for data and CRM users, investigate and resolve enquiries/requests either directly or escalate to colleagues in relevant teams
- Through effective engagement, identify then develop data and CRM capabilities across Commercial & Partnerships including provision of learning content
- Using engagement frameworks, proactively identify, support and communicate continuous application and process improvement opportunities including regular engagement with IT and Project teams to manage backlogs
- Act as the Commercial and Partnerships lead on the information and CRM community of practice for all data risks, issues and opportunities

Analysis and delivery
- Develop and deliver bug and improvement logs, including gaining review and approval from relevant owner
- Engage with users and non-users to accurately document and log requirements and associated process flow(s), coordinating roll out across multiple teams

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- Support team members in generating user support documentation and templates
- Plan, coordinate and prepare communications, presentations, reports and information on assigned topics for use with both internal and external audiences
- Work collaboratively with key internal stakeholders to ensure all data requirements are is administered effectively, including the Information and CRM teams
- Working with colleagues in the Information team, identify inconsistencies and errors in data, taking steps as required to correct or bring to others attention
- Analyse data query and reporting requirements then extract data for team or other colleagues, or escalate need within team
- Provide input to and support the roll out then management of the data quality initiatives across Commercial & Partnerships

Data quality and consistency
- Working with Risk & Assurance and Information teams, be responsible for complying with corporate control processes, managing workforce data to ensure data integrity, legality, quality, accessibility and audit compliance
- With direction from Risk & Assurance and Legal teams, ensure appropriate record keeping for audit purposes, including ensuring compliance with GDPR regulations in line with internal and external processes defined by the Law Society
- Actively evaluate all projects/work with a view to identifying improvements and contributing to data analysis, insights and knowledge

Administrative support
- Assist with team or user-focused document, material or tool production, reporting or processing
- Administer multiple document and database systems, including data entry, collection and reporting
- Deliver data management-focused analysis and reporting document and tool templates to help identify system issues and usage

Knowledge, skills and experience

Essential
- Knowledge of marketing campaign planning. Segmentation and audience development with associated database extraction and manipulation
- Ability to translate marketing needs into data queries
- Significant experience of working in a support analyst or data role focused on CRM systems, preferably Microsoft Dynamics CRM
- Significant customer service experience, including internal and external contacts
- Working understanding of data management concepts, systems and processes, including normalisation, quality assurance, compliance and manipulation
- High level of attention to detail, including data inputting and analysis
- Experience of analysing large/complex data sets and processing and collating complex imperfect customer data

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- Excellent interpersonal skills
- Good oral and written communication skills
- Highly organised, proactive and methodical
- Process oriented with good attention to detail
- Ability to prioritise and multi-task
- Ability to use initiative and problem solve
- Ability to work as part of a team and to demonstrate flexibility
- Extensive knowledge and use of Microsoft Office suite (Outlook, Word, Excel and PowerPoint)

Desirable
- Experience of analytic applications, e.g. Power Bi
- Knowledge of data compliance regulations and good practice

Experience of working in, or an understanding of the workings of a membership organisation

Dimensions

Operating environment
- Permanent role
- Reporting into Marketing Operations Manager

Financial responsibility
- None

Creative Responsibility
- Developing plans and processes to establish and improve relevant data and systems

Analytical Responsibility

Location
- London

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