

CRM Growth Executive

Salary - Competitive

Location - Brighton & Hove, East Sussex (Hybrid working)

Experience Level – 1-2 year's Administrative Experience

About Fuse Capital

Fuse Capital breaks the mould of finance and traditional technology advisory firms. Our passion for supporting entrepreneurs and insight into the best private funds around the world enables us to accelerate growth.

We pride ourselves on our financial acumen yet are unlike traditional finance people. There are no suits worn in our office, instead, you will meet a team of diverse and young minds looking to connect and collaborate.

Fuse Capital follows a flat hierarchy methodology; everyone's voice is heard and encouraged. We enjoy the flexibility of hybrid working and believe that by bringing the right people together at the right time, our YOY growth trend will continue.

A few points to add:

- Advisory for 350+ clients
- Offices in London & Brighton
- The No.1 advisor for High-Growth Technology Firms
- Clients in UK, Europe & Asia
- Rapidly Evolving Workplace
- Operating Since 2013

The role.

As a CRM Growth Executive you are responsible for the execution of lead nurturing campaigns, defining prospect behaviours that should trigger automated emails to be sent, deciding the email content strategy, creating emails and tracking results. Also within your responsibilities will be the day-to-day maintenance and optimisation of the CRM.

You will also work closely with the rest of the marketing team to drive Customer acquisition, formulate data plans and ensure accuracy and completeness of data contained within the CRM.

We work with customers across multiple geographies – so knowledge of other languages will be a plus!

Duties and Responsibilities

Your primary duties and responsibilities will include, but not be limited to:

- Design and execute monthly email marketing campaigns and email automations.
- Liaise with cross-functional teams to ensure campaigns run smoothly and within deadlines.
- Create and update templates and procedures for sending communication to customers, including writing emails, setting up templates in html and setup SMS campaigns.
- Drive LTV and retention of customer cohorts, by managing email list segmentation and optimising the email funnel.
- Dig deep through data and mine insights, formulating innovative ideas to increase open rates and CTRs.
- Design and optimise the customer journey, through constant experimentation and improvements.
- Work closely with the wider origination team to design, test and execute growth experiments that drive efficient growth.
- Drive completeness and accuracy of data contained within the CRM.
- Ensure growth of the CRM in line with data targets.

Qualifications & experience

- Bachelor's degree.
- 2+ years' work experience in CRM management, data analysis, digital marketing or similar.
- Must be comfortable in the use and analysis of data via CRM reporting or spreadsheets (e.g, Excel or Google Sheets); Microsoft SQL experience is a plus.
- Prior hands-on experience with digital marketing channels or email marketing platforms and customer lifecycle marketing.
- Thorough understanding of marketing optimisation – attribution, tracking, etc.
- Ability to communicate, collaborate and advocate ideas as well as execute, take ownership and be hands-on with those ideas.
- Must be a team player.

Send your CV and cover letter to: **jobs@fuse-capital.com**