

# CRM Manager at gohenry

**Job description:** CRM Manager

**Company:** gohenry

**Location:** Angel, London

**Reporting to:** Head of Growth

**Start date:** ASAP

**Position:** Full time

**Salary:** Competitive

**Experience:** 6+ years

**Website:** [www.gohenry.co.uk](http://www.gohenry.co.uk)

## The company:

We're an exciting fintech app and debit card that empowers young people to take part in the digital economy. Having just recently expanded into the US, we're building a global movement with families who fiercely believe that being good with money is a vital life skill.

## The job:

A CRM Manager is required to lead gohenry's CRM & Retention strategy that will facilitate growth and transformation. The successful candidate will be part of a global marketing team, working closely with stakeholders across the business and will be responsible for delivering the B2C engagement & retention strategy. You will need to:

- Lead the global team to proactively develop key journeys that aim to improve conversion rate, activation rate, churn prevention, upsell, referral, and general positive brand sentiment.
- Work closely with the wider Marketing team and other departments across to deliver integrated communications programmes
- Plan, create, implement, manage, and optimize omni channels journeys
- Proactively identify opportunities and strategies to drive customer retention and activation
- Increase levels of engagement amongst existing B2C subscribers including behaviourally-triggered campaigns
- Continuously evolve gohenry's customer journeys, to ensure optimal proposition to engage & retain subscribers
- Work with the data team to deepen the understanding of our parent and child audiences and develop data driven CRM campaigns

Review and analyse customer database(s) to provide comprehensive insight for business planning and reporting. eg. LTV, ROI, renewal analysis, attrition rates etc.

**Must-have skills:**

- Salesforce Marketing Cloud super user (certified preferred)
- A results-focused approach, with a proven record of generating revenue improvements
- Excellent numeracy, with strong analytical capabilities
- A collaborative approach, combined with initiative and proactivity
- A ruthless ability to prioritise high-impact projects and execute them to completion
- Confident and articulate communication skills
- Strong experience in Sales Force Marketing Journey Builder

It would be preferable for the CRM Manager to have had experience within a high growth environment from the following industries: fintech, financial education, or gaming and betting where long term retention is key to success.

**Perks & Pointy details:**

- Competitive salary, working full-time hours
- Workplace pension scheme
- 25 days paid holiday a year
- Working in the heart of central/east London (the lunch options are unsurpassed)
- You'll get a perkbox account, with perks including:
  - Free mobile phone insurance
  - A free Caffé Nero hot drink each month
  - Discounted cinema tickets
  - Exclusive pricing on Apple products
  - Loads of lifestyle perks from gym discounts, massages, spas, beauty and more
- Training opportunities to further develop your craft
- A birthday lie-in and flexible working arrangements (within reason - tailored hours and working from home). We don't want to brag, but we also throw a mean summer party.

**About us:**

Good habits start young. So why is money management so often postponed until the age of 18?

Five years ago, our founders began with that question and finished with gohenry: an app and debit card for kids aged between 6 and 18.

Our innovative app empowers young people to learn and take charge of their own spending and saving, while the app's parent version allows mum and dad to guide kids through the early stages of digital finance. Our overall mission? To make millions of kids good with money.

**We Are:**

- A young, fast-moving company with a passion for creating cool stuff and making content that genuinely value-adds to our audience's lives
- Ranked 8th on TechTrack's fastest growing UK companies in 2018
- In the throes of celebrating a recent £6 million crowdfund raise
- Planning a universe of flash-hot projects, from exciting brand partnerships to graffiti competitions (so expect some good content to come your way)
- A diverse office that prides itself on its people and mission

If we sound like what you're into, please send your CV to [hr@gohenry.co.uk](mailto:hr@gohenry.co.uk)