

## CRM Strategy & Implementation Manager

### About The Role

Title: **CRM Strategy & Implementation Manager**

Reporting to: Group Commercial Manager

Location: Bispham (Blackpool)

Are you ready to embark on a rewarding journey with Next Generation Travel Group? We are not just another company; we are the driving force behind the UK's most exciting educational travel brands. If you are someone who thrives in a collaborative and supportive environment, then you are exactly what we are looking for.

We are looking for a skilled and results-driven CRM Strategy & Implementation Manager with hands-on experience in CRM integration and Educational Tour Operation to join our growing team. This role is vital to integrate further and maximise the benefits of our CRM & IT investments.

As part of this role, you will build on, enhance and design our future CRM strategy whilst delivering insightful dashboards, supporting commercial teams to deliver business objectives.





### **What you can expect in return**

- Monday to Friday, 35 hours per week, with options to work flexibly.
- Annual salary reviews linked to performance and bonus scheme.
- Reward and recognition programme.
- Pension scheme after a qualifying period (we'll contribute 5%).
- Access to company funded Health and Mental Wellbeing resources.
- 25 days annual leave plus bank holidays, rising by 1 day for every 5 years of service up to a maximum of 30 days.
- Up to 10 days un-paid leave can be requested (subject to approval).
- Training, development, and progression opportunities.
- Team events.
- Onsite car park and close to public transport.
- A people focused, customer centric environment with an amazing support network. We have built an exciting, energetic, and innovative culture by working together.

### **What will your role look like**

#### **CRM Management**

- Own the CRM strategy, ensuring it supports customer lifecycle goals and commercial targets.
- Optimise usage of the CRM across all the Sales and Retention teams working directly with both management and teams, ensuring consistency in approach supported by a fully documented user guide.
- Support further transition of more effective and timely Retention through the CRM process.
- Manage day-to-day CRM operations / development, including segmentation, automation, and campaign generation, working closely with marketing.
- Bring together group Loyalty Scheme & Referral opportunities and strategy, taking a helicopter view of all brand pipelines to enhance establishment penetration strategy.
- Develop and refine customer journeys to improve engagement, retention, and conversion.
- Ensure CRM data quality, governance, and compliance with group process and any external body / GDPR / Legislative needs
- Build dashboards and insight tools that support the coal face, ensuring we drive accountability and commerciality within the team.
- Work alongside management of customer facing teams to deliver personalised communication streams and strategy.
- Work with the sales and retention teams to develop a prioritised road map of CRM system enhancements and plan delivery in liaison with the IT & Change Manager and external vendors.
- Partner with the Learning, Development & Change Officer to create, design and implement CRM specific staff training and continuous development.



You will also work closely with the group commercial manager, marketing, regional directors and sales management to provide insight, inform strategic direction and support forecasting through commercial insight.

### **Commercial Insights**

- Analyse sales, customer, and market data to identify trends, opportunities, and risks alongside Commercial Manager – analysing impact of data and trends on business outcomes, team, customer and supply chain.
- Collaborate with and support Commercial Manager to inform commercial decision-making for key business stakeholders.
- Support Commercial Manager to evaluate campaign and product performance, providing recommendations for optimisation.
- Support business cases for new initiatives using data-driven modelling.
- Support the product and purchasing team to create in-house materials / collateral to up-sell / strategically sell into supply partnerships and deliver specific business outcomes.

### **Are you the right person?**

- Strong hands-on experience with CRM, including management, training and integration.
- Proven expertise CRM optimisation
- Experience in Educational Tour Sales / Sales Management
- Ability to work cross-functionally and communicate complex data in a clear, actionable manner.
- A passion for learning and developing.
- A desire to engage and motivate teams to engage in technology to support their needs

### **Essential skills required**

- 3+ years of experience in working with CRM technology
- Experience with Zoho, Salesforce or similar CRM
- 3+ years of experience in training & development of sales teams
- In-depth knowledge of School Travel or Retail Travel market
- Strong problem-solving skills and attention to detail.
- Excellent communication and collaboration skills.

If you're ready to take on a role where your ideas are valued, your efforts recognised, and your potential unleashed, then we want to hear from you. Join us in shaping the future of educational travel and be part of something extraordinary. Apply now and let's embark on this journey together!