

## Job Description – CRM & Campaign Manager



**Company:** In Professional Development  
**Role Title:** CRM & Campaign Manager  
**Salary Range:** £32,500 - £37,500  
**Reports To:** Head of Marketing

## In Professional Development

At In Professional Development, we provide accredited executive education to professionals across every sector. We are firm believers in investing in people, and we work with people and businesses alike to help you realise your potential within your profession and industry space.

Our courses are designed to strengthen the delegates mindset and skill set. Providing them with the practical tools and strategies for implementation within their organisations

In Professional Development is a young and dynamic organisation, we work alongside leading industries and academic partners such as the University of Chester, University of York and Chartered Management Institute (CMI).

### The role

We are seeking a highly motivated and performance-driven Campaign Manager to join our team.

Your primary responsibilities will include developing and implementing data segmentation strategies to enhance targeted marketing efforts, analysing customer data to optimise marketing campaigns. A key part of your role will involve creating impactful cold outreach campaigns (email marketing and LinkedIn) and providing data-driven insights to support business objectives.

### Company Benefits

- Annual bonus scheme
- An additional day of annual leave for every year service, for a maximum of 5 years
- Birthday off work
- Wellbeing day
- Company Sick pay
- Company social events
- Company pension
- Free, on-site parking
- Bereavement leave
- Hybrid flexibility
- EAP offering free counselling, legal advice, etc
- On site gym
- Employee of the month with £100 voucher

**Responsibilities:**

- Manage and mentor a team, implementing a performance-driven culture
- Develop and implement data segmentation strategies to enhance targeted marketing efforts
- Analyse customer data to identify segmentation opportunities and optimise marketing campaigns
- Work with our data team to ensure accuracy, enrichment and consistency to support and drive outreach campaigns
- Monitor data health and proactively address data quality issues
- Provide data-driven recommendations to support business objectives
- Collaborate with other teams across the business, particularly with our sales department
- Stay updated on industry best practices and emerging technologies
- Campaign creation, build and execution. Create and run email and LinkedIn outreach campaigns that make an impact with our audience.

**Desirable Requirements**

- Proven experience in data management, analysis and reporting
- Experience within a B2B style business which is focussed on delivering leads to a sales team
- Experience using HubSpot and cold email marketing platforms
- Excellent skills in Microsoft Excel
- Excellent communication and presentation abilities
- Problem-solving and critical thinking skills
- Project management skills to handle multiple tasks and priorities effectively
- Experience with IP, domain and email account health and email deliverability
- Target-driven mindset

*We are passionate about inclusion and equality within our organisation, and we operate with a zero tolerance approach to discrimination of any kind. We embrace diversity and encourage applicants from all backgrounds, sexual orientations, and cultures.*

**Job Type:** Permanent, Full Time

**Salary Range:** £32,500 - £37,500 (+ potential of £2,000 annual bonus)

**Working Location (non-contractual and subject to change):** 2 days Working from Home / 3 days office