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**CRM Executive**

**Summary:**

An exciting opportunity to join the growing The Little Car Company Team.

Due to rapid growth The Little Car Company is expanding. We have an international client base who we manage through a CRM system (Microsoft Dynamics) and we are looking for someone to take ownership and full management of this platform. There is huge scope for what the platform can do for our business and we want someone keen for this challenge.

The role will be responsible for delivering targeted campaigns and providing key reports to Senior Management. This position will be an integral part of the Commercial team, working closely with the Marketing, Sales and Finance teams. It is a great opportunity to get stuck in by making this project your own and supporting the growth of the Little Car Company.

*Compensation:* £30,000.00 + bonus scheme + share options

*Contract:* 6-month temp contract, with opportunity for permanent contract hereafter

*Location:* The role is based from Bicester Heritage, Bicester but we can be flexible for the right candidate.

*Holiday:* 33 days per year, including Bank Holidays with option to take 1 month off unpaid per year after 1 year service

*Share options scheme:* After 6 months with us - we want everyone to feel ‘ownership’ of the company

*Start date:* As soon as possible

*Reports to:* Head of Marketing and Partnerships

*C-19 friendly recruitment:* We'll likely do the initial interviews by video call, will look however to meet candidates in person (as per Govt. guidelines and where safe and suitable to do so) before final decision is made.

Culturally, we take pride in the way we work and what we achieve. We are committed to advancing the work of equality, diversity and inclusion and we want to attract the best people from the widest talent pool, as well as those who reflect the diverse nature of our society.

**About us: The Little Car Company**

As it says in the name, we make little cars. But they’re more than a little bit special.

The Little Car Company is the world expert in producing exceptional junior cars in partnership with the most elite car manufacturers. This unique partnership guarantees that every vehicle is an official licensed product of the brand. We expertly hand-build each car in the UK, and it is this level of care and attention that delivers the stunning quality for which we are famed.

Our brand philosophy is to produce beautiful cars that allow our clients to share the love of driving across generations and encourage every driver to create memorable experiences today and for years to come.

We’re currently working with Bugatti, Aston Martin and Ferrari, with multiple partnerships in the pipeline. We work with the best car manufacturers in the business, so are only looking to recruit amazing talent to our team. Our exceptionally talented team are fuelled by a determination to create truly remarkable vehicles, whilst having a ton of fun along the way.

Behind the scenes, our Production team brings together a culmination of exceptional engineering expertise from a range of testing environments. Their attention to detail and eye for quality are matched only by their inventive spirit, meaning every vehicle that rolls out of the manufacturing facility features that little bit of engineering magic, befitting of the marques they are representing. Meanwhile, the Commercial team is on hand to ensure we deliver a personalised customer experience that is second-to-none.

**Responsibilities:**

* Build and execute targeted automated email journeys to aid lead generation, sales conversion and client retention
* Continuously analyse data, making recommendations for new campaigns to aid new sales, and identify upsell opportunities
* Develop reporting dashboards for Senior Management to enable KPI's to be measured accurately and determine ROI
* Work with both Commercial team and web agencies to integrate all data channels into the CRM to provide a 360 view of the customer
* Be the primary contact for Microsoft Dynamics internally, providing daily support for other team members
* Install best practices for users of Microsoft Dynamics, creating Definition Handbooks and Quick Start Guides
* Analyse and monitor data quality and segmentation opportunities, ensuring all data feeds are GDPR compliant
* Build effective relationships with all stakeholders across the business

**Required skills:**

* Experience in database management and development in Microsoft Dynamics
* Experience and understanding of campaign creation and automation using Microsoft Dynamics
* Excellent communication skills, able to engage effectively with colleagues at all levels
* Thrive from solving problems
* Well organised, with experience of working to tight deadlines
* Data driven and analytical
* Strong attention to detail and previous experience of database management from both a sales and marketing perspective
* Enjoy working within a team and understanding of working with cross functional teams

**Keen to apply?**

We want to hear from you! Please send us a covering note (maximum 400 words) with why you are the right candidate for this role. Please don’t just regurgitate your CV – we are looking for a flavour of you and what you can bring The Little Car Company. Think of this as your own personal highlights reel.

Please note that if you have not heard from us one week after the closing date of the advert then on this occasion then you have not been successful. However, we will keep all applications on file and be in touch if any future roles match your skills.