

Job Description

Job Title:	CRM & Insights Executive
Department:	Princess Cruises (UK & Europe) Marketing
Reporting to (Job Title):	Senior CRM & Insights Manager
No of Direct Reports:	0
Titles of Direct Reports:	n/a
Size of Department:	14
Budget Responsibility (direct):	£
Revenue Responsibility (direct):	£
Date of issue:	22 nd July 2019
Issued by (name):	Kerrie Reed

Overall Purpose of Role:

To support the Senior CRM & Insights Manager to deliver and execute direct marketing communications which are driven by commercial and insight led customer intelligence. You will ensure that all direct marketing communications are planned and delivered to ensure that we meet our strategic objective of being a premium cruise line and support our Princess Difference brand pillars, whilst increasing the lifetime value to the business of all guests on the database and nurturing new to Princess guests through their customer journey. This role will primarily focus on direct mail and the Princess Cruises customer magazine and website - Journey. In this role all customer touch points should be considered to exceed guest expectations whilst working with the various stakeholders to ensure consistency of message and a positive customer journey.



CARNIVAL UK

Main Activities and Responsibilities

Direct Marketing

- Support the Senior CRM & Insights Manager in planning and implementing the direct marketing strategy for customer retention and acquisition. Methods will include mail, telephone and SMS to the Princess Cruises UK database, the databases of our sister cruise lines and cold mailings or door drops to acquire new customers. These mailings will utilise customer insight to recruit potential guests with a high future net worth.
- You will be responsible for the coordination, content direction and execution of all direct campaigns and ensure that the agreed delivery date is met and supports business requirements under the guidance of the Senior CRM & Insights Manager.
- You must ensure all direct communications reflect the Princess brand positioning and deliver the commercial objectives.
- Build and manage the day-to-day relationships with the design studio, printers, mailing houses, postal services suppliers and publishing agency.
- Ensure internal departments are kept up-to-date on strategic and tactical activity through internal distributions and establish a proofing process for all direct communications.
- Maintain strong relationships and communication with the Customer Relationship & Market Insight Manager and the Personal Cruise Specialists team for the delivery of outbound campaigns and seeking user generated content for communication and advocacy of the Princess Cruises brand.
- Continuously develop and enhance direct mail formats to improve the effectiveness and attractiveness with the Senior Designer.
- Ensure costs are within budget, contribute to the overall commercial objectives and maximise bookings to achieve the revenue plan targets.

Princess Cruises Magazine and Website (JOURNEY)

Under the guidance of the Senior CRM & Insights Manager work closely with the Publishing agency to plan, produce and deliver three editions of the Princess Cruises UK magazine Journey to the database each year, and maintain the content plan, uploads and coordination and analysis for princessjourney.co.uk

- Make recommendations and agree the messaging and destination priorities for each magazine edition of Journey. Taking into consideration commercial priorities and seasonality based on the UK database purchasing behaviour.
- Manage all elements of the delivery schedule including; content review and amends, final proofing, poly-wrap artwork, data briefing and delivery.
- Maintain a strong relationship with the Publishing agency and be the main point of contact for the Journey Editor and Creative Director coordinating all content amends, revisions and creative challenges.
- Responsible for updating the Publishing agency throughout the year with brand updates, new ship information, press releases.
- Under the guidance of the Senior CRM & Insights Manager work with the ad sales team at the publishing agency to secure advertising partners for both the magazine and website.
- Maintain the relationship with colleagues in the Princess Cruises head office in L.A. to facilitate alignment with the Circle magazine and brand product updates, as well as work closely with the UK PR team to ensure all opportunities are reviewed and explored for inclusion within the Journey estate.



CARNIVAL UK

- Review opportunities with the Senior Marketing Communications Manager to ensure the Princess Cruises UK Ambassador is featured within each edition of Journey magazine and an online presence is planned.
- Facilitate and review the website articles proposed by the publishing agency weekly. Proof and agree production dates with the team.
- Continuously review the website and competitors and make recommendations for content creation e.g. UGC / videos / lead generation opportunities.
- Acquire and manage user generated content of Princess Cruises guests and crew to be used within the Journey estate.
- Under the guidance of the Senior CRM & Insights Manager and Senior Marketing Communications Manager plan and coordinate the website social plan with the Digital Marketing executive.
- Coordinate Journey surveys to the Princess Cruises UK database. Interpret and present the results on a quarterly basis, with recommendations to the publishing agency.
- Propose where Journey content could be utilised across other marketing channels to create a more holistic approach.
- Responsible for maintaining the Journey email inbox. Respond to all queries in a timely manner and manage competition entries and performance tracking.
- Work with the Customer Insight Analyst to review Journey magazine and website profitability and effectiveness throughout the year.
- Review monthly the Google Analytics report for the Journey website and present results and trends to the Senior CRM & Insights Manager for discussion for future content planning and strategy.

CRM & Insight

Work with the CRM & Insights team to utilise insights into the buying behaviour and interests of UK past passengers and prospects to devise communications through mail, telephone and SMS with the aim of maximising revenue and return on investment.

- Support the Customer Insight Analyst to determine and target accurate UK audience profiles and segments to support marketing campaigns, as per the marketing plan in the agreed timescales.
- Extract targeted data selections from Siebel (CRM system) for direct communications. Work with the Customer Insight Analyst to determine segmentation.
- Manage the returned direct mail and work with Customer Insight Analyst to ensure that the UK database is accurately updated.
- To be able to assist with and analysis and interpretation of results and disseminate to all stakeholders with a summary.

Budget Management / Financial Responsibilities / Cost Management and control

- To consistently seek cost effective improvements and cost reductions to the existing processes.
- To assist in controlling costs for tactical and strategic campaigns.
- Responsible for creating cost files for direct mail activity, checking and coding invoices using the Markview accounting system.



CARNIVAL UK

Other Responsibilities

- To undertake other projects in furtherance to past passenger retention or acquisition strategies as required.
- Constant reviewing of processes, seeking more efficient and automated practices.
- Attend meetings and industry functions where required – some travel and ship visits may be required.

HES Responsibilities

- Lead by example by taking care of the health and safety of yourself and others.
- Report all accidents, 'near miss' incidents and work related ill health conditions to your manager.
- Follow safety rules and procedures.
- Use work equipment, personal protective equipment, substances, and safety devices correctly.
- Take part in safety training & risk assessments and suggest ways of reducing risks.
- Appoint shore side risk assessment Subject Matter Expert's as required to review and approve ship risk assessments.
- Actively promote safe working within your team and encourage safe behaviours.
- Demonstrate safety leadership in accordance with our Elev8 safety behaviours.

General Responsibilities

- Adhere to Corporate Policies and Procedures, including Code of Business Conduct, Audit Procedures and any control related responsibility for financial data entered, stored, or reported via business systems within employee's control (list not exhaustive).
- To undertake ad hoc duties as required.

Special Requirements (Equipment Used, External Contacts etc):

- Good understanding of print and design process.
- Good understanding of GDPR.
- Advantageous to have knowledge of Siebel (CRM system) and Craft (CMS platform).

Other Features of Job (travel, hours of work, working conditions etc):

Due to the nature of the company's business, the CRM & Insights Executive will be expected to work as the effective execution of the duties requires. Hours of work may therefore be irregular and work in evenings and weekends will be required at certain times, subject to the requirements of the Work Time Regulations 1998. This is reflected in the salary for the position.

Location: Princess Cruises Head Office with periodic visits to agencies and suppliers.



CARNIVAL UK

Person Specification

Job Title: CRM & Insights Executive

Department: Princess Cruises (UK) Marketing

Education, Qualifications and Training

Essential:

- Good A Level minimum (or equivalent).
- Excellent computer skills, especially in Microsoft Office packages and preferably in a campaign management system.
- Experience of working on large projects with excellent administration and time management skills.

Desirable:

- Degree and/or marketing qualification.
 - Specific marketing qualification which includes direct marketing communications.
-

Experience

Essential:

- Minimum 2 years in a Marketing role / or travel experience.
- Knowledge of and/or experience of Princess Cruises product and operation.
- Experience of working in a consumer focused environment.
- Experiencing of managing a creative/content agency.
- Experience of producing marketing collateral including copy writing skills.
- Experience of delivering accurate and effective marketing communications.
- Ability to create a good understanding of customers' motivations and use this effectively to shape the content of communications.

Desirable:

- Experience of working with CRM and CMS platforms.
 - Working with a major brand in a premium market.
 - Confident with numbers and spreadsheets.
 - Experience of analysing data and reporting.
 - An understanding of the over 50s market.
 - Sound commercial acumen and drive.
-

Work Based Competencies

Competencies that refer to the specific work related skills required for successful performance in the role. (e.g. technological competence, written ability, numerical ability, relevant legislative or procedural understanding, analytical ability, organisational ability and project management etc.)



CARNIVAL UK

Work Based Competencies:

- Grammatically and computer literate.
 - Excellent communication and presentation skills.
 - Is involved, interested, approachable and uses positive language.
 - Accurate with a high level for attention to detail.
 - Competent in planning and prioritising workload, consistently meets deadlines.
 - Excellent eye for design.
 - Ability to work autonomously, make decisions and work reactively to business needs.
 - Influencing skills at all levels.
 - Results focused and analytical.
 - Excellent time management and prioritisation within a high pressured environment.
 - An understanding of brand communications and their role in achieving commercial objectives.
-
-

Behavioural Competencies

Competencies that refer to the personal characteristics and behaviour required for successful performance.

Please ensure that this is linked to the generic competency framework. For example Commercial Acumen, Communication, Customer Focus, Influence, Motivation and Commitment, New ideas/Continuous improvement, Problem Solving and Decision Making, Team Work. Each level of competency required should be described specific to the level of the role.

Essential:

- Ability to work on own initiative as well as work closely with a team.
 - Confident in managing external agencies.
 - Able to work to strict deadlines and calm under pressure.
 - Good interpersonal skills and confident communicator.
 - Creative and receptive attitude.
 - Recognise wider company implications of role and conduct work accordingly.
 - Cost aware and ability to budget costs.
-
-