

Title: Manager, CRM, Insights & Analytics

Reports to: Director, Digital Marketing

Department: Marketing

Location: Norwalk, CT

Position Overview:

The Manager, CRM, Insights & Analytics is responsible for developing the analytics and reporting required to evaluate marketing and development performance and manage ongoing activities. They will leverage the client relationship management system to support core marketing and development functions. This person will be a key member of the team responsible for the implementation of Salesforce Marketing Cloud and will be responsible for managing the platform across the organization. This will include owning/informing audience list pulls & segmentation, data analysis, journey mapping and reporting in support of email and other customer acquisition and retention communications. The optimal candidate will demonstrate a thorough understanding of the customer lifecycle, marketing operations and analytics, and has a proven track record working with large databases. In support of/partnership with the Director, Digital Marketing, this individual will drive customer relationship management for the MMRF.

Essential Functions:

- Member of the Salesforce Marketing Cloud implementation team and the day-to-day manager of the platform.
- Identify, create and manage patient/donor journeys to promote a targeted marketing approach to the MMRF constituents.
- Own daily, weekly and/or monthly reporting for CRM and customer lifecycle; responsibilities include acquisition and engagement, so reporting + optimization recommendations will be a critical to the role
- Understand key customer segments, uncovering opportunities within the data and working with the team to develop action plans to activate and impact KPIs.
- Develop new segmentation and targeting strategies based on customer data and business needs.
- Develop customer-facing tests to better understand our audiences and maximize customer engagement; collaborate cross-functionally to plan & execute iterative test plans.
- Work with Database, Development and Marketing team to investigate, research and analyze accounts, contacts, leads, opportunities, campaigns, complaints, projects and entities as they are developed to ensure accuracy and validity, and to identify trends.
- Support implementation of new marketing automation programs (email, push, programmatic direct mail, on-site experiences), using data to personalize/contextualize communications.
- Support project scoping to grow available data and assist with data migration between systems, as well as checking for data quality / integrity.
- Understand data flows and table structures; monitor data feeds to catch and correct issues.
- Stay on top of and identify industry trends and standards, including competitive analysis and best-in-class examples

Qualifications:

- BA degree in Marketing/Communication, or other, related field
- 5+ years digital marketing-specific experience, optimally focused on email marketing, database marketing
- Experience using CRM / customer segmentation & marketing automation tools is critical. Salesforce Marketing Cloud experience strongly preferred.
- Demonstrated success with data/analytics and project management in CRM/retention marketing.



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- Understanding of email fundamentals: HTML, segmentation and performance best practices, CAN-SPAM requirements, data usage, deliverability, etc.
 - Flexibility and agility to adapt to changing and evolving business requirements and objectives.
 - Results-driven with exceptional detail and knowledge around metrics and ROI analysis.
 - Ability to synthesize results into retention marketing enhancement recommendations.
 - Strong analytical, conceptual, and problem-solving abilities.
 - Strong writing and communication skills.
 - Intermediate/advanced Excel experience required.
 - Effective time management and organizational skills.
 - Precision and accuracy; attention to detail
 - Ability to work collaboratively to investigate problems and resolve issues, as well as ability to work independently and self-starter with respect to project management and maintaining project deadlines
 - Willingness to test new ideas, learn new technologies, consider new marketing methodologies

The Multiple Myeloma Research Foundation is a non-profit organization.