

Job description

Job Title: Customer Marketing Executive

Location: Abingdon, Head Office

Department: Marketing

Position Reports To: Marketing Manager

Company Overview

Gigaclear is a fast growing, game changing builder and provider of pure fibre broadband services to residential customers and businesses in England. We have an ambition to make a significant difference to the broadband landscape in rural England and improve our customers lives through the provision of world class broadband services.

The Marketing team are integral to the organisation's overall success by managing how we speak to our audiences, when and through which channels. Led by a Head of Marketing and Communications, the priority of the team is focused on acquisition of leads and prospects through a multi-channel marketing approach. The team proactively are growing and developing the Gigaclear brand within the telecoms industry while creating communities that love us.

Purpose of the job

This role is an essential part of the marketing team focussed on customer communications.

Our customers are important to us and Customer Marketing Executive plays a vital part within the Marketing team. Focussed on onboarding new customers and retaining our existing customers, we have an engaged audience who we want to ensure are advocates of Gigaclear. As we focus the entire organisation on becoming more customer focussed, it's important that this vital audience is part of our journey. This role is critical in ensuring that our customers are engaged and there is a communications plan to attract and retain them.

With access to multiple established channels, this role will evolve our customer communications channels to both new and existing customers.

The Customer Marketing Executive will manage our customer retention and refer a neighbour scheme with a focus on improving the efficiency of our customer communications programme through automation and new channels. This role will also work across multiple customer touch points to improve our acquisition, onboarding and retention communications.

Key Accountability & Responsibilities

- Plan, create and deliver a strategy for regular Customer newsletters and essential communications
- Be accountable for deliverables within the marketing plan and strategy

- Work as part of the marketing team to deliver marketing projects
- Work to develop automation of customer communications
- Work across departments to create and refine our customer information
- Manage all customer facing literature, notifications and information
- Work with customer facing teams to ensure all customer comms is consistent with brand and tone of voice
- Manage the refer a neighbour and end of contract/retention programme
- Measure appropriate ROI and KPIs

Knowledge & Skills

- Background in communications and/or marketing
- Customer focussed; results driven individual
- Proactive, accountable, creative with attention to detail is essential
- Experience of working with and managing agency resource
- Salesforce and Pardot experience is desirable
- Basic HTML is desirable

Qualifications & Accreditations

- A marketing or communications related qualification and/or degree or experience

Our Values

Find a way - we will work together to deliver market-leading solutions and provide customer service excellence to our communities

Do the right thing - we always base our decisions on what we believe is fair, considerate and in the best interest of our customers and our colleagues

Be committed - we are all accountable for our actions and work relentlessly with our many customers to deliver on our promises

Keep it simple - we take potentially complex and confusing information and we make it easy for everyone to understand

This job description is not intended to be exhaustive. The post holder will be expected to adopt a flexible attitude to the duties which may be varied (after discussion), subject to the needs of the business and in keeping with the general profile of the role.