Sky is Europe's leading entertainment company and serves over 22 million customers across five countries. Our business in the UK and Ireland has come a long way since starting out as a satellite broadcaster in 1989 and we're not stopping there. We're home to award-winning teams for everything from Customer Service to Marketing, from Technology to Finance, meaning there's plenty of opportunity for you, no matter what your career goals.

Who is Customer Strategy & Planning

We're the team that know the customer the best, help customers get the most from Sky and deliver industry beating retention. We do that by understanding the groups in our customer base through each stage of their lifecycle and what they need from us at each stage, how to reach and engage them, including how best to reward their loyalty, how we best make changes to our prices, how we put the right infrastructure, resources and operating model in place and keep the rest of Sky aligned to a single customer vision and keep looking for new ways to help retain customers. Plus of course how to make our team a great place to work and work well with the rest of Marketing, Commercial and Sky.

Primary Purpose of role:

In this role you look after the customer communication plans and optimisation. For the first time we are using new platforms to
deliver automated marketing and away from one off campaigns to always on, always optimised campaigns across the customer lifestages. These communications will be consistent and optimised. So setting all of this up is going to be a lot of fun and a lot of collaboration across the various marketing execution teams in each of the product areas and with a chunk of desire to change things and a clear picture of how to make things better for our customers.

Key responsibilities

Campaign Planning

- Working with the customer experience team, the cohort management team, product teams and transcomms to build and optimise over time, customer communications
- Design and implement 1:1 customer campaigns across the lifestages
- Collaborate with CMO and customer engagement function to bring to life your campaigns using your insight and their campaign creative expertise
- Deliver test plans and optimisation throughout

Example of Key Deliveries

- Deliver campaign plans and success criteria, working closely with propositions and with strategy & Planning
- MVT Plans and results and optimisation recommendations across lifestages and channels
- Deliver insights to help shape quarterly plans

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careers@graduateland.com  https://karriere.ku.dk/da/j/4W_mC
Your skills

- Education to degree level or highly relevant compensating work experience
- Highly analytical, commercially-minded and proactive individual with strong presentation skills with the ability to step back to see the bigger picture and simplify the complex
- Exceptional interpersonal, influencing and relationship management skills at all levels
- Aware of competitive landscape and potential threats and opportunities
- Proven experience in delivering communications plans and across a variety of comms channels
- Experience delivering CRM communications
- Experience of delivering capability and executing automated marketing campaigns
- Experience operating in a highly-pressurised environment which demands flexibility and multi-tasking
- Exceptional interpersonal, influencing and relationship management skills at all levels

Role requirements

- Extensive experience of working with Adobe Campaign in a strategic planning capacity
- 5 day working week

If you’re ready to work in a dynamic environment alongside talented
people who take pride in delivering great results, apply today
Happy to talk flexible working
It's our people that make Sky Europe's leading entertainment company. That's why we work hard to be an inclusive employer, so everyone at Sky can be their best.
If you are successful in your application for this role, your appointment will be subject to receiving a positive outcome from your Criminal Record Check.
Believe in better

Primary Location

ENGLAND-Middlesex

Job schedule

Full-time

Deadline

14 August 2017