

Job Title: Data/CRM Manager  
Department: Data  
Report to: Group Marketing Director

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## About Us

Established in 2003, Media 10 is the most awarded media and Events Company in the UK and have a growing portfolio of 30 live events covering design, interiors, lifestyle and construction. As well as Media 10 being specialists in the events sector, the company's creative flare produces well established publications and owns a series of award winning magazines and websites.

We not only enjoy what we do, we love it! We are passionate about delivering the very best results in everything we do and expect our team members to have the same passion.

## The Role

You will be a commercially aware, strategic thinker who sits across the whole business, helping and advising the Marketing Managers (and wider teams) to get the best from their data and bring ideas of how to grow our data across all platforms (visitor/readers/newsletters/emails), which in turn will improve and make our data more valuable. You will have a strong attention to detail, previous management of a small team and a good understanding of Data Law and procedures. You will be approachable and be able to communicate your knowledge and strategy at all levels across the business.

- A strategic thinker who understands how to manipulate data and get our data working better for us.
- An expert who can commercialise and monetise our data as much as possible
- Understands that gathering information on data is not just important for the growth of the product, but also adds value to everything we can sell and in turn, will help us generate more revenue from our data.
- Understands segmenting data and using it in different ways, across different products.
- Knowledgeable on how you can safely gather data and how to influence the obtaining of more data, for the benefit of the company and customer.
- Act as the main contact for direction and recommendations on adhering to data protection and e-privacy regulations, and how they impact the company to ensure we have 100% GDPR compliance across all brands.
- Plan and implement development changes and communicate across departments.
- Confidence to make unresponsive data responsive, by giving information needed and tailoring it to their needs.
- Assisting users with first line support for database troubleshooting

## Core Responsibilities

As the Data Manager your primary role will be to manage the day-to-day operations of the Data Department, sending and reporting on email campaigns and data capture, as well as have an active role with ongoing development of SCV database, e-mail marketing, data hygiene and data collection.

- Manage the day-to-day operations of the Data department
- Sending and reporting on email campaigns
- Managing the relationships with external agencies and software providers (Adestra, ESCO, etc)
- Plans and implement development changes at suitable times
- Keep processes up to date and integrated with any new data laws
- Encourage the development of the staff in your department
- Manage the department budget and expenditure
- Act as the main contact for direction and recommendations on adhering to data protection regulations and e-privacy regulations, and how they impact the company
- Ensure all department process documents are up to date
- Provide recommendations and knowledge to other departments around the business

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- Document and record all process conventions
- Assisting users with first line support for database troubleshooting
- Act as the main contact for direction and recommendations on adhering to GDPR regulations and how they impact the company
- Helpdesk data queries response
- Comply with all ICO best practices
- Responsible for all DSAR questions and requests
- Creating data preparation automation
- Extract, transform and load (ETL) between data sources and databases with required system formatting

#### **Data Preparation in Excel**

- Applying field naming conventions
- De-duplicating
- Pivot tables, Vlookups and comparing data across spreadsheets
- Filtering, reporting and data analysis

#### **Adestra/Email marketing responsibilities**

- Prepare high level, cross-portfolio reporting on email campaigns
- Uploading data into Adestra
- List and contact management
- Reporting on campaign statistics
- Filtering and segmentation of contact data
- Ensuring 100% GDPR compliance across all brands
- Managing expectations and responding to tickets across all workspaces
- Data input of returns, suppressions, and unsubscribe requests

#### **AI main responsibilities**

- Responding and managing expectations within AI software in regard to customer queries
- Liaising with software developers to report customer bugs/issues and ensure a satisfactory end result
- Planning development sprints based on urgency of issues
- Testing and rolling-out new features and assisting with their adoption across accounts for all AI software customers
- Building and maintaining relationships with customers and ensure queries are responded to in a timely manner
- Training and onboarding new customers to the platform
- Compiling and reporting on release notes
- Reporting on customer KPIs and advising on ways to improve
- Drive renewals by ensuring customers are satisfied with the product
- Creating and maintaining confluence documentation
- Investigating and replicating issues found in the system and reporting to developers
- Participation in bi-weekly sprint planning and reviews

#### **What you are good at**

The ideal candidate must have a strong attention to detail, previous management of a small team and a good understanding of Data law and procedures. As you will be the escalation point within the department you must be approachable for your team and other members of staff around the business.

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- Detail, detail, detail
- You strive to do things better
- Innovative
- Very commercial and profit making mindset
- Planning and organising
- Communicating at all levels
- Relationship building
- Strategic and thinking outside of the box

### **Skills**

- 5+ years management experience in a similar role or experienced Senior Data Analyst looking to move up the ladder
- Project management
- Strong Excel experience
- Experience in Google analytics
- Good time management skills
- Good communication skills
- GDPR Laws and legislation knowledge

### **What we will do for you**

- Make you feel like part of a family
- Know your name – you're not just a number here
- Encourage you to develop your skills, strengths and career
- Recognise your contribution and hard work
- You will get to work on the best brands in the industry
- Make sure you're never bored
- Love our company parties
- Make sure you have fun – because we do have fun