

CRM Manager (In-house)

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Phone :

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Job Summary

Vacancy :

Deadline : Jun 30, 2025

Published : Jun 02, 2025

Employment Status : Full Time

Experience : Any

Salary : £45K - £55K

Gender : Any

Career Level : Any

Qualification :

Job Description

Braver is working with a fast-scaling tech business that's transforming how people move things – locally and internationally. They're looking for a CRM Manager to lead and evolve their CRM strategy across the UK and European markets, playing a key role in driving both customer growth and experience.

The successful candidate will take ownership of CRM initiatives across the full customer lifecycle – from conversion and onboarding to retention – and bring ideas to life through creative, data-driven campaigns. With hands-on experience in platforms like HubSpot or Braze, they'll be confident in delivering personalised journeys at scale while keeping CRM systems optimised and efficient.

This is an ideal opportunity for someone who enjoys blending creativity with technical insight, and is excited by the pace and potential of a high-growth environment.

Key responsibilities include:

- Leading CRM campaigns across both consumer audiences and the company's partner network
- Owning onboarding and lifecycle journeys to support job conversions across UK and international markets
- Evolving CRM segmentation to deliver relevant, timely and personalised messages
- Creating engaging campaigns in collaboration with Brand, Performance and Partnerships teams
- Ensuring CRM activity drives both a strong customer experience and measurable commercial outcomes, in close partnership with product, data and finance teams
- Managing CRM tools and processes across all touchpoints (email, SMS, WhatsApp and web), ensuring smooth delivery and system health
- Supporting the technical side of CRM, including deliverability, IP warming and platform integrations

The ideal candidate will have:

- Experience delivering both B2C and B2B CRM strategies, ideally within a digital-first or marketplace business
- Strong knowledge of lifecycle marketing, CRM best practices and platforms such as HubSpot or Braze
- A technical mindset, with the ability to troubleshoot deliverability issues and manage integrations with platforms like Meta
- A commercial approach and the ability to measure the impact of CRM on revenue, retention and growth
- Confident communication and stakeholder management skills, with the ability to work cross-functionally
- The ability to balance an organised campaign calendar with agility to seize reactive opportunities
- A passion for personalised marketing, with a focus on building journeys that feel like 1:1 conversations

Diversity, Equity & Inclusion

This business is committed to building an inclusive and diverse workplace where every voice is heard, every perspective is valued, and every individual has the opportunity to thrive. Applicants from all backgrounds are warmly encouraged to apply.

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
