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**NHS PROPERTY SERVICES LTD****Job Description**

<b>Job title:</b>	Insight and Marketing Operations Manager
<b>Level:</b>	3
<b>Type of role:</b>	Permanent
<b>Base:</b>	London
<b>Travel requirements:</b>	As Required
<b>Responsible to:</b>	Head of Marketing Communications
<b>Directorate:</b>	Customer, Marketing and Communications

Established in 2013, NHS Property Services is a property owner, service provider and advisor, helping to shape the estate of the NHS for the future. We have one goal: to ensure the NHS makes the right property choices that enable excellent patient care.

Our portfolio is one of the largest in the UK, comprising more than 3,000 properties with 7,000 tenants across England. At a total value of more than £3bn, this represents about 10% of the total NHS estate.

Our properties range from listed buildings through to award-winning, state-of-the-art integrated health campuses.

**Main purpose / scope of the role**

The Insight and Marketing Operations Manager will use customer and data insight to facilitate the development of improvement strategies across the business and plans for the Marketing team.

As the Insight and Marketing Operations Manager you will drive best-in-class campaign and processes and enhance the framework for Marketing tracking, analytics and reporting, as well as driving operational improvements across the organisation from the insights captured from customer feedback and management reporting information.

You will act as a strategic partner, business analyst and consultant support to an assigned business directorate, understanding their objectives to ensure the customer and marketing systems, customer data and processes will achieve their goals.

## Key Responsibilities

### CRM and Marketing Automation System Management

- Support the product owner for CRM (Dynamics for Customer Service and Dynamics for Marketing Automation).
- Proactively identify gaps in marketing ops workflow/processes and work towards improvements across the team.
- Develop processes, workflows and email automation within the legacy systems and future marketing automation tool.
- Capture and review backlog change requests for system developments and development testing support with IT.
- Deliver CRM training aligned to directorate when required.
- Support system change requirements and additional module implementations including sales and lead generation.

### Reporting and Analysis

- Partner with directorate key stakeholder to manage their reporting requirements and framework.
- Provide reporting across three pillars:  
Management information aligned to each directorate and system,  
Customer Insight based on qualitative and quantitative research,  
Marketing results based on campaign and performance reviews.
- Consult and support campaign strategy, planning and service improvement based on insight across the three pillars.
- Develop forecast models, and proactively identifying areas for improvement across marketing tactics, content and service improvement.
- Serve as an analyst to the directorate and counterpart in the internal Marketing team, ensuring that proper process, data, and reporting is provided to make data-driven decisions to inform marketing strategy and improvement decisions.
- Partner with directorate Marketing managers to evolve our reporting framework to ensure alignment on reporting needs and initiatives across each directorate.

### Customer Insight and Experience

- Lead on the customer insight workstream and insight development for the assigned directorate.
- Run surveys, conduct analysis, coding, survey development and improve response rates per directorate survey tools.
- Improve the segmentation of customers and stakeholders across the portfolio aligned to directorates requirements.
- Manage directorate specific research projects to support service improvement.
- Support external research projects.

## **Customer Data Stewardship**

- Lead cross- functional customer data improvement projects.
- Maintain an understanding of data regulations.
- Manage the integrity of customer data and support the tracking and improvement of directorate customer data quality metrics.
- Directorate aligned customer data steward responsibility.
- Lead directorate aligned cross functional customer data improvement projects.
- Support the tracking and improvement of directorate customer data quality metrics.
- Improve the segmentation of stakeholders across the portfolio aligned to directorate.
- Manage lead to revenue process including lead routing, sales enablement and integrity of data throughout the process for new business development initiatives i.e. Open Space, FM helpdesk
- Manage governance process for customer data for assigned directorate, working collaboratively with the Marketing team and Customer Services to ensure customers are targeted correctly based on insight, preferences, privacy and data regulations.
- Audit and improve customer data held across directorate business systems (i.e. Open space-Booking platform, CORE-CAFM system) for marketing purposes.