

NHS PROPERTY SERVICES LTD

Job Description

Job title:	Senior Insight and Marketing Operations Manager
Level:	4
Type of role:	Permanent
Base:	99 Gresham Street, London
Travel requirements:	Some occasional travel to Stockport Hub
Responsible to:	Head of Marketing
Directorate:	Customer Service, 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 purpose of this role is to understand and articulate insight about our customers in order to recommend service improvements and to create impactful, measurable marketing campaigns, evidenced by robust data.

To do this, the Senior Manager will work across the business to lead on customer insight, be product owner for Dynamics CRM, implement marketing operations and improve our reporting. You will manage a team of insight, marketing operations and analytics specialists reporting into the Head of Marketing.

Key Responsibilities

General

- Lead a team of three managers in the customer insight and marketing operations team (Business Analytics and Reporting Manager, Customer Insight Manager, Marketing Operations Manager)
- Act as a strategic advisor to the Head of Marketing and Director of Customer Services, Marketing and Communications to ensure that proper process, tools, and reporting are provided to make data-driven decisions to inform strategy

- Work across the business to influence a range of stakeholders to help deliver high quality customer insight and drive improvements to customer experiences

Insight

- Own and manage the end-to-end customer survey process including survey design, contact data collection, survey deployment and dashboard creation
- Produce regular reporting and actionable customer insight by analysing data into a clear view using a wider range of sources including voice of the customer feedback, complaints and operational data
- Identify trends and themes from data, conduct root-cause analysis to identify issues and apply robust prioritisation techniques to recommend top priority actions
- Challenge stakeholders to ensure they are focused on the customer, to identify key areas for improvement and pain points
- Drive forward CSAT reporting, awareness, action plans and engaging the business with CSAT insight

Marketing Operations

- Lead on the implementation and set up of new marketing automation systems across the company (Microsoft Dynamics)
- Set the strategy for the design, build and governance processes that improves performance, increases productivity and improves operational and marketing outcomes
- Ensure the team's timely deployment of initiatives and project success by managing processes, and programme documentation to support execution of all marketing campaigns across the function.
- Proactively identify gaps in marketing ops workflow/processes and work towards improvements across the team and manage marketing operations managers to deploy
- Lead on new implementation of lead to revenue process including lead scoring, lead routing, sales enablement and integrity of data throughout the process for new business development initiatives i.e. Open Space, FM helpdesk
- Direct the team on producing benchmarking, measurement and analysis of the marketing teams' performance across the entire customer experience, accurately tracking spend and impact on revenue, developing forecast models, and proactively identifying areas for improvement across multi-channel marketing

Reporting

- Lead on creating a customer data reporting framework across each directorate and for NHSPS as an organisation
- Design and implement reporting methodology and results to key stakeholders; educate others on adopting results from reporting for decision making and planning purposes
- Own regular reporting for the directorate including on CSAT
- Work with the Head of Brand and Design to create impactful reports and templates

CRM

- Product owner for CRM (Dynamics for Customer Service and Marketing)
- Work with the CRM Administrator, Customer Data Analyst and the Customer Support Centre to ensure administration, training and helpdesk functions are aligned with the CRM strategy
- Work with the Technology Services team and other system owners to ensure the CRM is integrated to other programmes

Data

- Delegated customer data owner for the Customer, Marketing and Operations Directorate
- Matrix manage cross functional data improvement works packages

- Be responsible for customer data quality metrics
- Ensure data captured and insight reported is accurate, statistically significant and managed in a way that is GDPR compliant

Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Bachelor's degree or equivalent experience required 	
Knowledge	<ul style="list-style-type: none"> • Strong understanding of marketing channels, both online and offline 	<ul style="list-style-type: none"> • Ideally experience with Marketo, Salesforce or Microsoft Dynamics reporting
Experience	<ul style="list-style-type: none"> • Team leadership experience in a complex multi-product organisation • Minimum of six years with a proven track record in an insight, CRM and/or marketing operations role or similar position 	
Skills	<ul style="list-style-type: none"> • Superior skills in Excel, Word and PowerPoint, Power BI, SPSS and SQL desirable • High numeracy, data literate and ability to understand commercial KPIs and budgets. • Strong analytical and problem solving required with a high attention to detail 	
Personal qualities/abilities	<ul style="list-style-type: none"> • Strong internal and external stakeholder management • Project management skills • Excellent communication skills both written and oral, with ability to influence senior stakeholders including C-level Directors. 	

	<ul style="list-style-type: none">• Self-starter with demonstrated track record of initiative, creativity and innovation	
Other requirements as applicable		