

Job Title:
Reporting to:
Directorate
Direct Reports:

CRM Campaign Executive (Acquisition)
CRM Campaign Manager (Acquisition)
Enterprise
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Job Band: 4
Team CRM & eCommerce

Job Summary

The CRM Campaign Executive (Acquisition) supports the delivery of targeted, data-driven marketing campaigns that attract and convert new customers for St John Ambulance's commercial training and first aid supplies businesses.

Working within Microsoft Dynamics 365 (D365) and under the direction of the CRM Campaign Manager (Acquisition), the post holder helps to build, execute, and report on segmented CRM campaigns that generate new customer leads, drive online bookings and purchases, and deliver qualified prospects for the new business sales teams.

This hands-on role requires strong attention to detail in data handling, confident use of CRM and marketing automation tools, and the ability to write engaging and persuasive marketing copy. The post holder will collaborate across sales, brand, and digital marketing channels to deliver effective acquisition and lead-generation journeys.

Key Responsibilities

- **Campaign Execution:** Build, test and deploy segmented acquisition email campaigns in D365 Marketing, ensuring brand consistency, accurate targeting and timely delivery.
- **Segmentation & Targeting:** Apply segmentation and profiling to identify target audiences across industries and decision-maker roles, using D365 customer insights and licensed B2B data sources.
- **Copywriting and Creative:** Write and edit clear, engaging and conversion-focused copy for emails and related digital assets. Build and populate emails using approved templates and creative assets, coordinating with internal and external designers or copywriters where required.
- **Lead Generation:** Support campaigns that capture and qualify high-potential leads for follow-up by new business sales teams, ensuring smooth data handover and pipeline tracking.
- **Data Management:** Maintain accurate, compliant, and up-to-date CRM data within D365, supporting cleansing, enrichment and import/export processes to enable effective targeting.
- **Campaign Coordination:** Manage campaign scheduling, internal approvals, and test sends to ensure efficient and error-free execution.
- **Cross-Channel Collaboration:** Work with sales and social media colleagues to support integrated LinkedIn lead-generation activity and other multi-channel acquisition campaigns. Collaborate with Brand, Content, Social Media and eCommerce teams to develop joined-up customer journeys that convert new audiences into loyal customers.
- **Reporting & Analytics:** Use D365, GA4 and Power BI dashboards to monitor campaign performance (open, click, conversion and lead rates), prepare reports, and share actionable insights with the CRM team.
- **Budget Support:** Assist with monitoring campaign spend, logging costs, and supporting budget-tracking processes.
- **Compliance:** Ensure all CRM and acquisition marketing activity complies with **GDPR**, **PECR**, and SJA's internal data policies, maintaining audience trust and integrity.
- **Continuous Improvement:** Contribute ideas to enhance targeting, automation, personalisation, and creative performance to improve acquisition results.
- **Flexibility:** Undertake any other duties commensurate with these responsibilities, the band of the post, and the skills and qualifications of the post holder.

Important things you need to know about this job

- National travel and flexible hours may be required.
- Passionate about St John's mission and HEART values.

Our Values and Commitment to Equality, Diversity and Inclusion

- Our HEART values – Humanity, Excellence, Accountability, Responsiveness and Teamwork – guide all we do.
- We are committed to being an organisation that is inclusive and welcoming of individual differences while championing equality of treatment and opportunity.

Person specification

Requirements	Essential	Desirable
Education and Qualifications		
Educated to GCSE level (Grade C / 4 or equivalent) including Maths and English (minimum 5).	✓	
Bachelor's degree or equivalent qualification in Marketing, Business, or a related discipline.		✓
Certification in CRM or Marketing Automation (e.g. Microsoft Dynamics 365 Marketing, CIM, IDM).		✓
Experience		
Experience supporting or delivering marketing or CRM campaigns, ideally within a B2B or customer-acquisition environment.	✓	
Experience using a CRM system (eg. Microsoft Dynamics 365) to build, execute and report on campaigns.	✓	
Experience managing or using CRM data for segmentation and targeting.	✓	
Experience writing engaging and persuasive marketing copy that drives response.	✓	
Experience coordinating campaign activity across multiple teams and channels.	✓	
Experience in lead-generation or prospect-nurturing campaigns.		✓
Experience collaborating with sales, social media, brand or eCommerce colleagues to deliver integrated customer journeys.		✓
Experience using Power BI or similar tools for campaign analysis and reporting.		✓
Experience of A/B testing or campaign optimisation.		✓
Skills, knowledge and abilities		
Working knowledge of Microsoft Dynamics 365 and Microsoft Office 365 (Excel, Outlook, PowerPoint).	✓	
Strong written communication skills with ability to craft clear, engaging and grammatically accurate marketing copy.	✓	
Understanding of CRM workflows, segmentation and campaign delivery processes.	✓	
Analytical ability to interpret campaign metrics and derive actionable insights.	✓	
Excellent organisational skills with ability to manage multiple tasks and deadlines.	✓	
High attention to detail in campaign execution, data handling and reporting.	✓	
Strong verbal communication skills and confidence working with colleagues across departments.	✓	
Collaborative approach, enthusiasm to learn and share knowledge.	✓	
Knowledge of GDPR, PECR and ethical marketing best practice.		✓
Familiarity with LinkedIn Campaign Manager or other social media lead-generation tools.		✓
Basic knowledge of HTML email formatting or personalisation logic.		✓
Understanding of marketing automation, journey building or customer-lifecycle campaigns.		✓
Awareness of SEO, PPC or content marketing and how these support CRM acquisition.		✓
Commitment to St John Ambulance's HEART values and data-protection principles.	✓	
DBS Requirement		
Does the role require a DBS check to be carried out to be successful for the role	Yes	No
<i>If Yes what level of DBS check is required for the role Basic/Enhanced</i>		✓
This job description is intended as an outline indicator of general areas of activity and will be amended in light of the changing needs of St John Ambulance. It is expected that the post holder will be as positive and flexible as possible in using this document as a framework.		
Initials: JP	Date of preparation: November 2025	
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