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CRM MARKETING MANAGER (FIXED TERM MATERNITY COVER - OCTOBER 2026- JANUARY 2028)

London

Leads the planning, messaging, and execution of Phillips' global CRM email, SMS marketing and App push campaigns. This role ensures all campaign communications are strategically aligned to commercial objectives, delivered on time, and executed to the highest standard across Auctions, Buy Now, Exhibitions, and Partnerships.

TEAM STRUCTURE
Reporting to the Global Head of Digital Marketing, the CRM Marketing Manager, Campaign Strategy works closely with the CRM Marketing Manager, Lifecycle & Automation to deliver personalised, data-driven client communications, supporting client engagement, bidding participation, and consignment activity.

Duties and Responsibilities

- Own the CRM Campaign calendar, aligning communications to key business moments including but not limited to auctions, exhibitions, Buy Now (Dropshop and Perpetual), and Private Sales
- Partner with Marketing, Creative, Client Strategy, and Specialist teams to plan, develop, and execute campaign strategy and messaging
- Lead audience targeting and segmentation strategy for campaigns, ensuring relevance to client cohorts and commercial goals
- Develop and refine subject lines, messaging hierarchy, and calls to action across Email and SMS. Experience with mobile app push notifications is preferred.
- Manage the end-to-end email campaign process, including briefing, writing, asset routing, feedback consolidation, approvals, testing and deployment
- Collaborate with internal teams to ensure landing pages, tracking, and campaign links are aligned and functional
- Set up, proof, test, and deploy CRM campaigns (including A/B testing and mobile optimization) across channels
- Monitor campaign performance and deliver actionable insights and recommendations to improve engagement and conversion
- Collaborate with Product, Data, and Technology teams to ensure data integrity, event tracking, and system integrations support lifecycle initiatives
- Maintain campaign documentation, Monday.com calendars, and reporting frameworks
- Liaise with Copyright to ensure all imagery and content are approved for use
- Support cross-channel marketing initiatives as needed

Professional Skills and Experience

- Significant email marketing experience
- Proficiency with Hub Spot, Microsoft Office Suite, particularly Outlook and Excel. SQL and HTML markup skills a plus.
- Strong verbal and written communication skills and ability to communicate in a professional manner with a wide variety of personalities.
- Excellent time management skills with the ability to work under pressure and prioritize to meet multiple deadlines.
- Strong marketing copywriting skills and knowledge of current email marketing best practices and trends.

- Has a sharp eye for details and is a creative problem-solver.
- Experience producing email campaigns and/or other digital marketing creative.
- Awareness of the art world and current cultural trends is a plus.

Education and Training

- B.A. in, Marketing and Communications, Media Studies, Art History or English is recommended.
- Experience with email marketing or other digital marketing production is required.
- Experience with web analytics (Google Analytics 4), a plus.

Personal Attributes

- Ability to communicate in a professional manner with a wide variety of people including written and verbal communication.
- Meticulous attention to detail.
- Excellent time management skills with the ability to work under pressure and prioritize to meet strict deadlines.
- Ability to work individually on own initiative and as part of a team.
- Ability to deal effectively and efficiently with multiple tasks.
- Proactive with Excellent organization skills.
- Ability to work professionally and collaboratively with all other areas within the business.
- Ability to handle confidential information discreetly and responsibly.
- Ability to learn Phillips' internal programs, systems and software.

Working Conditions

- The role is based at our 30 Berkeley Square, London location, with the work currently undertaken primarily remotely subject to company policy.

To apply, please email a resume and cover letter to careers@phillips.com.