Posted 27 October 2026

CRM MARKETING MANAGER, LIFECYCLE & AUTOMATION

London

Phillips is a leading international auction house specialising in the sale of modern and contemporary art, design, watches, jewellery, photographs and other exceptional collectibles. With a heritage dating back to 1796, Phillips provides clients with expert advisory services, valuations, private sales and auction opportunities across the global markets. Through its presence in key international locations, Phillips is committed to delivering exceptional client service, market expertise and innovative approaches to collecting and consigning works of art and luxury assets.

The postholder for this role will own the development and execution of Phillips' lifecycle marketing program, building automated, data-driven communications across Email, SMS, and Push channels. Proven, hands-on HubSpot experience is required for this role, which develops and optimizes automated lifecycle journeys to deliver timely, personalized communications that drive client engagement, bidding participation, and consignment activity. The role combines hands-on execution with accountability for lifecycle performance and automation quality.

Duties and Responsibilities

- Design, build, and optimize automated lifecycle journeys and event-triggered communications, aligned to client actions and auction timelines, from onboarding through bidding, purchase, and consignment
- Develop and maintain a lifecycle journey roadmap, prioritizing new programs and improvements based on client needs, auction timelines, and business impact
- Partner with Client Strategy, Marketing and Product/Technology teams to translate one-to-many outreach into scalable, automated communications
- Own CRM workflows, segmentation logic, and audience triggers based on behavioral and transactional data, including enrolment criteria, exclusions, suppression rules, and contact frequency controls
- Monitor lifecycle performance and client progression across the funnel, delivering actionable insights and recommendations to improve engagement, auction registration, bidding participation, purchase, and consignment activity.
- Define and run a testing plan for journey timing, audience segments, messaging, and channel sequencing, using results to improve conversion
- Collaborate with Product, Data, and Technology teams to ensure data integrity, event tracking, and system integrations support lifecycle initiatives
- Proactively audit and QA workflows, triggers, segmentation, and campaign builds; investigate root causes of failures and resolve issues with technical partners where needed
- Monitor deliverability and list health, managing inactive contacts, bounce and unsubscribe trends
- Continuously identify opportunities to reduce manual processes and increase automation efficiency
- Support the execution and deployment of CRM campaigns as needed to ensure operational coverage
- Maintain documentation of lifecycle journeys, workflows, and system logic
- Ensure compliance with GDPR and data governance standards

Professional Skills and Experience

- Strong technical fluency with CRM platforms and marketing automation tools, particularly HubSpot, with hands-on experience building and managing automated journeys, workflows, and audience segmentation, including QA and troubleshooting
- Strong understanding of lifecycle marketing and behavioral targeting, with experience building or rebuilding a lifecycle

program

- Familiarity with data structures, event tracking, and system integrations
- Experience with Excel or Google Sheets (data manipulation, pivot tables, macros)
- Analytical mindset with the ability to interpret performance data and optimize journeys
- Experience with lifecycle testing, email deliverability, list health, and consent and preference management.
- Demonstrated proficiency with AI tools such as Claude or ChatGPT to enhance work quality and efficiency
- Exceptional attention to detail and process-oriented thinking
- Strong verbal and written communication skills and ability to influence and communicate professionally with a wide variety of personalities.

Education and Training

- Bachelor's degree in Marketing, Business, or related field preferred
- Experience in CRM, lifecycle marketing, or email marketing required
- Experience with analytics platforms and data-driven marketing

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Personal Attributes

- Highly detail-oriented with strong organizational skills
- Strong problem-solving mindset with a focus on efficiency and scalability
- Ability to work cross-functionally with technical and non-technical teams
- Proactive and solutions-oriented
- Excellent presentation skills
- Ability to manage multiple projects simultaneously and prioritise to meet strict deadlines
- Ability to handle confidential information discreetly and responsibly.

Working Conditions

- Hybrid working conditions to be agreed with manager

Additional Info

Phillips values a workforce with a wide variety of experiences, backgrounds and skills and we encourage you to apply even if you do not meet all of the qualifications.

Application Information

Closing date for applications is **Tuesday 10th November at 5pm**. Please submit an up-to-date CV along with a covering letter outlining suitability to the role.

Phillips is committed to creating an inclusive workplace where everyone feels valued, respected, and empowered to

succeed. We welcome applications from all suitably qualified candidates, regardless of age, disability, gender identity, marriage or civil partnership status, pregnancy and maternity, race, religion or belief, sex, sexual orientation, or socio-economic background. We believe that a diverse workforce brings different perspectives, drives innovation, and strengthens our organisation. If you require any reasonable adjustments during the recruitment process, please let us know and we will be happy to support you.

Due to the anticipated high volume of applications, we reserve the right to close this vacancy earlier than the advertised closing date. We encourage interested candidates to submit their application as soon as possible to avoid disappointment. If you do not hear from us within two weeks of the closing date, please assume that your application has not been successful on this occasion.