



## **JOB DESCRIPTION**

**JOB TITLE:** CRM Manager  
**REPORTS TO:** Head of CRM & Customer Insight  
**DEPARTMENT:** Ecommerce  
**CONTRACT TYPE:** Permanent Full-time  
**LOCATION:** London  
**SALARY:** Competitive

## **COMPANY PROFILE**

Orlebar Brown launched in March 2007 as a more tailored approach to men's beach and swim shorts. Based on the traditional pattern of a tailored pair of trousers for men, and with their distinctive side fasteners, they are not just a swim short; they are the original and best shorts you can swim in.

In 2010 we took Orlebar Brown off the beach, out of the pool and into the resort with a range of tees, polos and shirts, and have since then developed the product into a full lifestyle offer including shorts, trousers, sweats, outerwear, knitwear, footwear and accessories.

The brand has rapidly gained global recognition and is sold through multiple channels. Web is the largest channel, delivering to customers globally through [www.orlebarbrown.com](http://www.orlebarbrown.com). The first Orlebar Brown store opened in London in 2011, and there are now nine stores in the UK, eight stores in the US, and four in France, alongside stores managed by franchisees in Australia, Dubai, Greece and Kuwait. The brand is sold in the world's best Menswear retailers including Selfridges, Harrods, Mr Porter, Le Bon Marche, Saks 5th Avenue and Holt Renfrew amongst others, as well as through key trend and regional independent menswear stores.

In 2018 Orlebar Brown was acquired by Chanel, with a plan to continue the brand's growth and development internationally and across channels.

## **THE POSITION**

Orlebar Brown is recruiting for an enthusiastic CRM Manager who will be responsible for managing the customer retention channels including email, print, SMS, WhatsApp, push notifications, and automated customer lifecycle programs. The role will include supporting both Ecommerce and Retail channels, plus new customer acquisition initiatives. You will play a crucial role in developing and shaping the CRM channel at Orlebar Brown.

## **KEY ROLES AND RESPONSIBILITIES**

- Manage and develop Orlebar Brown's CRM strategy using a multi-marketing and multi-sales channel approach.
- Collaborate with the merchandising, ecommerce, retail, and marketing departments to plan and execute cohesive, engaging retention campaigns.
- Develop multiple testing programmes to continually optimise performance of campaigns.



- Develop and build global email campaigns that engage and convert.
- Manage and develop the CRM assistant responsible for adapting global campaigns for local markets.
- Manage CRM supplier relationships, including with the Marketing Automation Platform (Emarsys).
- Take advantage of new and emerging marketing channels and integrate these with existing marketing programmes.
- Expand and optimise existing customer lifecycle programmes, from planning to execution across the multi-marketing channel environment.
- Ensure data used to trigger automations is accurate and customer data is mapped between databases correctly.
- Use Power BI to analyse existing customer performance through regular reporting and liaise with the customer acquisition team to grow the subscriber and customer database.
- Create a personalise strategy featuring dynamic content to drive better engagement and marketing efficiency.

## **EXPERIENCE**

- Relevant CRM and email channel experience, preferably within a luxury environment.
- An understanding of loyalty propositions, within an omni-channel environment is preferred.
- Commercially driven, with a good understanding of the customer lifecycle.
- Strong numerical and analytical skills, Power BI experience preferable.
- Well-versed in email/marketing platforms, preferably Emarsys (training is provided).
- Basic Photoshop skills.
- Strong communication and relationship building skills.
- Proactive approach to work.
- Possess an eye for detail.

## **WHAT WE OFFER**

- Join a diverse working environment of people who we learn from every day.
- The chance to train and develop your skills in a fun and fast working environment.
- Private Healthcare
- Competitive benefits package – 33 days holiday (inclusive of 8 bank holidays), great discount on our products and other brands within the group, flexible working hours, company pension scheme and cycle to work scheme.

It's never just a job at Orlebar Brown. It's a way of life. We live and breathe our brand values – Tailored, Vibrant and Brave. Our team define who we are and how we get the job done. To apply, please contact [jobs@orlebarbrown.com](mailto:jobs@orlebarbrown.com) with copy of your CV and a friendly introduction. Unfortunately, due to the number of applications, only those that are successful will be contacted.