



## **JOB DESCRIPTION**

<b>JOB TITLE</b>	Head of CRM and Customer Experience
<b>DEPARTMENT</b>	Ecommerce
<b>REPORTING TO</b>	Head of Ecommerce
<b>LOCATION</b>	London
<b>SALARY</b>	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**

As the Head of CRM and Customer Experience, you will be responsible for driving customer engagement and loyalty across our stores globally and website. You will oversee providing a best-in-class experience through communication touchpoints in line with brand and marketing-led guidelines. Your primary focus will be on developing and executing customer relationship management strategies that will help to optimise customer retention, drive customer satisfaction and high-quality brand revenue. The role will be based in London.

## **KEY ROLES AND RESPONSIBILITIES**

- Understanding the potential of the customer database and drive revenue to meet ambitious revenue growth plans.
- Develop and implement a comprehensive CRM strategy that enhances customer engagement and loyalty across all channels, including digital, clientelling, and retail concierge teams.
- Analyse customer data and develop insights that will inform the development of customer engagement and retention strategies at Orlebar Brown.
- Identify and prioritise opportunities to improve the customer engagement and experience across all touchpoints.
- Provide recommendations to the business on how to optimize the customer journey across all channels, including in-store and online experiences.
- Collaborate with marketing, sales, and operations teams to ensure that customer experience initiatives are aligned with business goals and objectives.

- Develop and manage customer surveys, feedback programs, and other tools to collect customer insights and feedback.
- Develop and manage customer segmentation and targeting strategies to drive personalized communications and experiences.
- Build and manage a team of customer experience and CRM specialists, providing guidance, training, and support as needed.
- Monitor and analyse customer satisfaction metrics, including Net Promoter Score (NPS) and Customer Satisfaction Score (CSAT), to identify areas for improvement.
- Drive the development and execution of customer-centric initiatives and campaigns, leveraging data and insights to inform decision-making.
- Ensure customer integrity is maintained and managed with the highest standards.
- Manage and optimise data architecture for customer reporting to allow internal stakeholders and decision makers to analyse and see customer data insights and trends easily.

#### **CANDIDATE PROFILE:**

- Bachelor's degree in marketing, business, or a related field; advanced degree preferred.
- Extensive experience in customer experience, CRM, or a related field, ideally from a luxury fashion background.
- Strong analytical and problem-solving skills, with experience analysing customer data and developing insights that inform customer engagement strategies.
- Experience managing customer feedback programs, surveys, and other customer insights tools.
- Experience in multi-channel and discipline communication touch points that drive retention and educate customer acquisition.
- Strong leadership and management skills, with experience building and managing high-performing teams.
- Excellent communication and collaboration skills, with the ability to work effectively across multiple teams and stakeholders.
- Familiarity with CRM and customer experience technologies, including customer segmentation tools, email marketing platforms, and customer feedback software.
- Experience with clientelling programmes run by retail and online concierge teams.
- Experience using Power BI to analyse customer data, insights, and trends.
- Ability to work in a fast-paced, dynamic environment, with a strong focus on results and outcomes.

#### **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.
- 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.

Direct applicants online. Recruitment agencies – thanks for reading, but we've got this one covered!