

# Systems Co-ordinator (Marketing)

## Job Description

### Introduction

As the Systems Co-ordinator at the East of England Co-op, you will be responsible for maintaining and evolving our marketing technology 'stack' which includes CRM, social media management, email, website CMS, and customer/member analytics platforms. These marketing tools support our member and customer data management, marketing campaigns, and customer/member behaviour analysis.

Your role will also involve optimising our business processes that surround our marketing technology and ensure they remain compliance with regulations and best practices.

You'll become part of a skilled, engaged, and diverse team, supporting our co-op in its vision to be the East of England's most valued organisation.

### Key Internal Relationships

- IT Team
- BI & Data
- Marketing
- Customer & Member Insight

### Principle Accountabilities

- Managing the maintenance, quality assurance and testing of our marketing technology including our CRM, email, website, forms and customer support ticketing systems.
  - Troubleshooting issues and investigating the root causes. Where possible, implementing and testing fixes on self-serve platforms or working with external suppliers and contractors to prioritise, brief and test change requests and fixes.
  - Helping members of the team with questions, training and advice when using our marketing systems.
  - Supporting with research and implementation of agreed marketing technology solutions within self-serve platforms and liaising with external suppliers and contractors where technical support is required.
  - Supporting with larger new marketing technology projects such as the update of our website and CRM solutions.
- Supporting the implementation and regularly reviewing the processes and practices within the Member and Customer Team to ensure our systems and use of data remain compliant with relevant regulations and best practice (e.g. GDPR etc.)
  - Helping drive continuous improvement of our processes so they are efficient and compliant.
  - Documenting and standardising procedures and processes to ensure consistent and accurate use of marketing technology.
  - Maintaining our documentation obligations, processes and policies (both internal and external) to ensure we remain compliant with relevant

# Systems Co-ordinator (Marketing)

## Job Description

regulations, this could include privacy policies, information sharing documentation and business process documentation.

- Assisting with maintaining the marketing systems budgets and processing agreements and payments. This includes diarising renewal dates and reviewing / proposing updated agreements ahead of renewal as well as raising purchase order numbers and tracking spend within budgeting documents.
- Keeping up with industry research and legislation to ensure your skills and knowledge remain relevant and sharing best practice with colleagues.

This job description sets out the major tasks associated with the stated purpose of this post. Minor tasks normally considered an integral function of this post will be undertaken and not excluded simply because they are not itemised.

### **Skills & Behaviours**

Below lists the skills and behaviours required to complete the role of Systems Co-ordinator at the East of England Co-op:

- Working knowledge of marketing technology software – CRM systems such as Microsoft Dynamics, Email Service Providers such as Mailchimp, Website CMS systems such as WordPress, Support software such as Zendesk.
- Knowledge and experience of supporting compliance with UK Data Protection regulations and best practice, in particular GDPR.
- A problem solver who is inquisitive in nature and conscientious in temperament.
- Resilient, positive and solutions focused mindset, who can see a job through despite barriers.
- Is highly adaptable, can self-organise and manage multiple and changing priorities.
- Has a meticulous attention to detail and accuracy in all tasks.
- Positive approach to change and continuous improvement.
- An understanding of marketing and communications, and how marketing technology plays a role in delivering effective campaigns.
- Full UK Driving License.

### **Operational Parameters**

Play your part in our team succeeding. People are at the heart of what we do and drive the success of our business. Our culture of connecting, creating opportunity and delivering excellence shape how we think, how we do things and how we help our people fulfil their potential.

We embrace diversity and actively seek to attract individuals with unique backgrounds and perspectives. We break down barriers and encourage collaboration, enabling innovation and rapid development of solutions that make a difference. Our workplace generates an enriching and rewarding experience for our people, members, and

# Systems Co-ordinator (Marketing)

## Job Description

customers alike. Our vision is to build an inclusive culture in which everyone feels valued.

We know that real personal growth cannot be achieved by simply climbing a career ladder – which is why we encourage and enable a wealth of avenues and interesting opportunities for everyone to broaden and deepen their skills and expertise.

We are committed to supporting emotional, physical, financial, and societal wellbeing and adopt a flexible approach to working hours and location. This provides team members with the greatest opportunity to work in the way that fits them best individually and also allows the team to recognise and work with fluctuating workloads.

We also make reasonable accommodations for applicants and employees with disabilities. If an accommodation is needed to participate in the job application or interview process, to perform essential job functions, and/or to receive other benefits and privileges of employment, please make your recruiter aware, we want to ensure you perform at your best.

### Values

At Our Co-op, we live by a set of four values. What's important to remember is that your behaviours reflect our values in whatever task you're performing.



*Stronger together*

Promote collaboration in day-to-day duties – we work as one team.



*A place for people to grow*

Demonstrate ongoing commitment to personal learning and development.



*Do the right thing*

Demonstrate value and integrity reflective of Our Co-op's values and principles.



*Unstoppable*

Be resilient and tenacious.

### Disclaimer

Some roles within our co-op may require licence checks (e.g. DBS, drivers, other security checks) – you'll be advised if this is the case for your particular role.

This is a hybrid-working position which will require you to balance time in our office and working from home, the arrangements of which will be discussed at Interview.

# Systems Co-ordinator (Marketing)

## Job Description

Please note that our working patterns are non-contractual. The advertised working pattern represents the normal working pattern for the role at time of advertisement and is subject to change.