



Job Title: CRM & Social Media Executive (Graduate)
Reporting To: Brand & Marketing Specialist
Duration: 1 year
Location: Dublin- East Point

About Virgin Media:

At Virgin Media, we've got a very different way of looking at the world - and it shows in what we're like as a place to work. We think work should be fun - because fun is what our customers demand from our services. So you'll be joining a bunch of people who are free-spirited, capable of coming up with their own ideas, and given free rein to put their talents to their best use. But besides being all about fun, we're also deadly serious when it comes to putting our customers first! Whether it's TV, mobile, home phone or super-fast broadband services, at Virgin Media Ireland we're 110% focused on making our customers lives easier, richer and a little bit more fun.

It's not a nine-to-five, clock in and tune out sort of place. And there's no corporate mask to put on at the door – you can just be yourself. We're hard working, but in it together. Creating something special. Because let's face it. If you don't love what you do, it's time to do something else. Join us.

About the Role:

CRM

- Develop and execute the customer contact plan, based on the strategic priorities and commercial targets of the business division for Ireland and as directed by the Brand and Marketing Specialist.
- Drive growth and achieve aggressive growth targets through direct customer and prospect marketing. This will specifically require the development of acquisition (new build, infill, penetration & winback) & in life communication (welcome, up & xsell) programmes including activation & reporting of same
- Plan and execute direct marketing campaigns based on specific customer segmentation, campaign or behavioural change objectives via direct mail, email, SMS, onsite messaging and push notifications.
- Compile and complete a campaign checklist for each activity to ensure brilliant delivery and ensure all sign offs (legal, brand, financial, operational, product) are secured.
- Ensure comms positioning and messaging, creative execution, tone of voice and brand representation are relevant to brand guidelines and cleared with all internal stakeholders.
- Brief campaign build, creative and data teams for email and DM marketing campaigns or activities and ensure effective internal communication to key stakeholders.
- Build in test and disrupt functions into each campaign using “control groups” and testing different marketing propositions to guarantee optimised performance of campaign.

- Complete regular and timely campaign reviews and present results regularly to Brand and Marketing specialist & head of division. Track and measure results.

SOCIAL MEDIA

- Work with external agency to co-ordinate the delivery of relevant content across our social media channels.
- Stay abreast of social trends and identify relevant material from other reputable and non-conflicting sources that can add value to our channels and ultimately grow our social follower base.
- Identify opportunities to encourage further engagement with VM Business Brand (e.g. social competitions).
- Work in collaboration with Brand and Marketing Executive & external agency to “promote” organic social activity (outside of already promoted content) with particular focus on supporting New Build activity. Leverage learnings and creative assets from consumer where relevant.
- Build on and maintain “twitter lists” for more appropriate social targeting to our existing customer base and respond to all social queries within agreed SLA (24 hours).
- Identify opportunities across LinkedIn and Facebook for targeted messaging
- Track results of both organic and paid social activity against pre-defined KPIs

The Person:

- Recent Graduate with third level qualification in a marketing or communications discipline
- Advocate of the Virgin Media brand
- Comfortable with data and analysis
- Strong attention to detail
- Familiarity with Word, Excel, Power point and similar applications.
- Strong communication, presentation and interpersonal skills.

Join and you'll be part of the Virgin Media family. You can trust us to do the right thing by you. We're a great place to work – and we offer impressive benefits too. Get ready for a generous holiday allowance, contributory pension, and, of course, discounts on our fantastic mobile, broadband and cable.

Ready to TURN IT ON? Apply <https://virg.in/VMIEgrads>

Closing date for the graduate applications is 31st January 2018!

Not your ideal job? Visit our career page to view all of our other open vacancies; <http://www.virginmedia.ie/careers>

Virgin Media is an equal opportunities employer. Having a diverse workforce is critical to the success of our business.