



## Head of CRM

Competitive Package - Weybridge, Surrey

**Sony UK Ltd is seeking to recruit a talented, innovative and passionate Head of CRM.**

**Managing the UK customer relationship programme for some of the world's best known brands you will deliver fresh ideas to engage and inspire stakeholder and consumer audiences with cutting edge creative concepts backed by solid database marketing techniques and analytics.**

Taking a collaborative, analytical and operational approach you will work alongside data and CI teams to deliver programmes that align customer communications and contact strategies with real value, thereby attracting loyal customers, nurturing existing audiences and achieving business growth.

Able to identify the bigger picture, you will have the influencing skills to promote a "test, measure, learn" culture. Using solid data management, comprehensive CI and consistent reporting, you will also have a track record delivering customer lifecycle communication strategies within blue chip or international brands.

You will be rewarded with an attractive salary package, commensurate with experience, which includes a contributory pension and a flexible benefits package.

**To apply please send your CV with current package to our retained consultant, Stuart Bremner on [stuart.bremner@psdgroup.com](mailto:stuart.bremner@psdgroup.com) quoting the reference 1051541 PM or call on 0207 970 9780 for more information.**

All direct and third party applications will be forwarded on to PSD Group.

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