



Mo Ibrahim Foundation

Position title:	CRM & Insights Manager (maternity cover)
Organisation:	Mo Ibrahim Foundation (MIF)
Location:	London, UK
Reporting to:	Head of Digital
Hours:	Full time, 12 month contract
Start date:	ASAP
Deadline:	Rolling application
Salary:	Commensurate with experience and in line with the sector

Job summary

The Mo Ibrahim Foundation is seeking a CRM & Insights Manager for a 12 month maternity cover.

The successful candidate will manage our CRM system (CiviCRM), including data input, data cleaning and email marketing. The role will also be responsible for reporting on insights from the database, our websites and social media platforms.

Reporting to the Head of Digital, this position will involve collaboration with the events, communications, and research teams, as well as multiple external partners.

More information on the Foundation can be found at: <https://mo.ibrahim.foundation>.

Key responsibilities

- Ensure the CRM database is correctly populated, maintained and synchronised with the website and events microsite.
- Manage and execute email marketing campaigns, ensuring proper targeting and segmentation from the CRM, including the monthly newsletter.
- Maintain brand consistency across campaigns and marketing materials.
- Project management for university outreach campaign: source university contact emails and create campaigns promoting the IAG and its data portal; liaise with professors at universities; coordinate initial meetings; and organise online webinars for students.
- Assist with event planning and management of pre and post-event email communication, as well as database organisation post-event.
- Generate reports on email, social media, and website performance, data metrics and lead generation.
- Support the Now Generation Network with their email communication including email campaign and survey creation.
- Follow industry best practices for email marketing, ensuring compliance with guidelines such as GDPR and spam regulations.
- Support the Foundation in ad hoc email campaign requests and implement best practices for campaign execution and audience engagement.



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Experience & qualifications

- Experience managing end-to-end marketing campaigns.
- Experience in managing databases.
- Ability to analyse campaign performance and optimise future campaigns based on findings from data analytics.
- Strong organisational skills with the ability to multitask and meet deadlines.
- Strong analytical and problem-solving skills.
- Basic understanding of HTML email template editing.
- Experience with CRM systems (CiviCRM experience is preferred).
- Knowledge of current marketing trends and best practices.
- Ability to manage multiple marketing campaigns simultaneously.

Skills & competencies

- Highly organised, with the ability to manage deadlines under pressure.
- Quick learning capability and adaptability to new concepts and tools.
- Strong interpersonal skills, with the ability to work in a multicultural environment.
- Readiness to work as part of a small team and a collaborative cross-team approach.
- Fluency in English is essential. Knowledge of French, Arabic or Portuguese is an advantage.

Application procedure

Interested candidates should send:

- A single-page cover letter outlining your interest in the role.
- A CV, clearly detailing your qualifications and relevant experience.

Please email your application to applications@moibrahimfoundation.org, using your name and "CRM & Insights Manager (maternity cover)" as the subject line. **Please note only shortlisted candidates will be contacted.**

Note that flexible working hours and international travel may be required for this role.