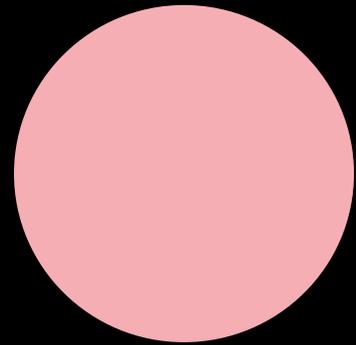
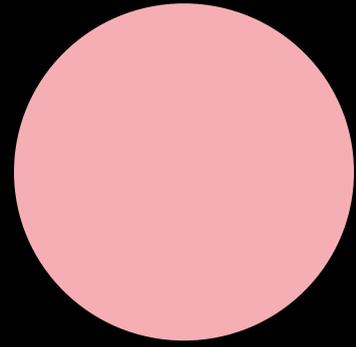


December 2025

Savanta

**Role Specification:
Marketing Ops
Administrator**



Classified: Private

Location: London (Hybrid, 1-2 days per week onsite)

Business Area: Marketing

Reports to: Head of Marketing

About the Role:

Marketing Ops Administrator | Marketing | London

The Marketing Operations Administrator is responsible for the day-to-day execution of CRM and marketing database tasks, ensuring our systems are accurate, campaigns are properly defined, and marketing and sales teams have clean, reliable data to work with. This position will also support setting up a closed-loop marketing to sales process and creating reporting that provides insight into campaign performance and ROI.

This role is tactical and detail-oriented - focusing on data entry, list building, segmentation, and system hygiene - while also providing reporting and campaign support. Working closely with the Demand Generation, Product & Brand Marketing and Lifecycle Marketing leads to implement campaigns, maintain system integrity, and provide insights that help marketing and sales run more smoothly.

CRM Administration:

Proven ability to...

- Maintain clean, accurate records across platforms.
- Execute campaign list builds, audience segmentation, and deduplication.
- Collaborate with campaign leads to specify and apply campaign codes, tags, and UTM tracking
- Establish best practices for measuring performance by campaign and channel.
- Manage opt-in/out preferences and ensure GDPR/CCPA compliance.
- Develop campaign workflows, lead scoring, and automations.

Data Hygiene & Integrity:

Proven ability to...

- Conduct regular audits of CRM and marketing databases.
- Identify and resolve duplicates, incomplete records, or errors.
- Monitor lead uploads from agencies, events, and web forms for accuracy.
- Establish rules, automations and best practices to support proper data entry.

Campaign Support:

Proven ability to...

- Build and QA campaign audiences for email, paid media, and events.
- Support testing and QA of marketing automation campaigns.
- Provide clean data lists and exports to sales and agency partners.

Reporting Support:

Proven ability to...

- Build out standard reporting within the CRM or in an analytics tool.
- Run standard weekly/monthly CRM and campaign reports.
- Track key campaign metrics (open rates, click rates, response rates).
- Flag anomalies to campaign leads for investigation.
- Recommend improvements and tests to boost campaign performance.

Collaboration:

Proven ability to...

- Partner across Marketing and Sales on audience selection, campaign setup and workflows.
- Liaise with agencies on data transfers and campaign file formats.

People & Team:

Proven ability to...

- Develop a good working relationship with other team members.
- Embody company values and meet performance expectations.
- Act as a strong team player.

Personal Development/ Profile at Savanta:

Proven ability to...

- Build a visible profile across the team and wider business.
- Promote global best practices, innovation, and collaborative ways of working.
- Contribute positively beyond core responsibilities through initiatives like Career Management.
- Actively own personal development goals and work closely with managers to achieve them.

About You:

You have substantial experience in CRM (Salesforce strongly preferred) or other data-intensive environments.

Adept at using platforms such as Salesforce, HubSpot, or similar CRMs, and has strong proficiency in Excel or Google Sheets, including advanced functions like formulas, lookups, and data cleaning. Basic understanding of Marketing, segmentation and analytics.

You are someone that is highly detail-oriented and methodical, with a genuine commitment to accuracy and consistency. Additionally, comfortable managing multiple requests simultaneously and excelling under tight deadlines, embodying a resourceful and organised approach to the work.