

SUPERBIKE FACTORY

Superbike Factory Ltd
Snape Road | Macclesfield | Cheshire | SK10 2NZ
Tel: 01625 353012 / Fax: 01625 353002

Job Title: CRM Marketing Executive

Location: SuperBike Factory, Macclesfield

Job Type: Full-Time

Salary: £30k

Experience Level: Mid-Level

About Us

SuperBike Factory is Europe's leading motorbike retailer, specialising in sourcing and retailing used motorbikes through platforms like WeBuyAnyBike.com. Our marketing team has been instrumental in driving this success, creating dynamic and engaging content that connects with riders - whether they're buying, selling, or accessorising their bikes. We are a passionate team, combining innovation, creativity, and community engagement to fuel our growth. If you share our love for two wheels and want to be part of a fast-paced, forward-thinking environment, this is the place for you!

The Role

We're looking for a **CRM Marketing Executive** to lead the development and execution of our customer engagement strategies. This is a hands-on role for a self-starter who's confident owning communication workflows — primarily across email and SMS — and building automated campaigns that drive results. You'll play a key part in creating, launching, and optimising engaging communications across SuperBike Factory's key functions, supporting the entire customer journey from acquisition through to retention. A passion for motorbikes is a bonus, but your expertise in CRM and customer communications is what matters most.

Key Responsibilities

- Plan, create, and execute email marketing campaigns, automation sequences, and transactional flows to engage and retain customers across the group's functions.
- Develop and manage SMS and WhatsApp communication flows to drive engagement and conversion.
- Write compelling and engaging copy tailored to our motorbike-loving audiences.
- Analyse and report on campaign performance, identifying opportunities for testing and optimisation.
- Collaborate with the broader team to ensure cohesive brand messaging across all platforms.
- Stay up to date with digital marketing trends, especially in direct communication and automation.

What We're Looking For

- Proven experience in email marketing and setting up communication flows (Email, SMS, WhatsApp).
- Strong knowledge of email automation tools (e.g., Brevo, Mailchimp, HubSpot etc.).

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- Skilled in customer segmentation and personalisation strategies.
- A self-starter, comfortable working independently in a small, fast-paced team
- Excellent writing skills and attention to detail.
- Basic design skills (e.g., Canva, Adobe Creative Suite) for email visuals.
- A passion for motorbikes is a plus although not essential

What We Offer

- A small but dynamic team that values creativity, initiative, and teamwork.
- Opportunity to shape our brand's communication strategy.
- Competitive salary and benefits.
- A dynamic and collaborative work environment.
- Room to grow and develop your marketing skills.

If you're a marketing communications pro ready to make an impact, we'd love to hear from you!

Apply now and become a key part of our growing team.

Note: this job description is not exhaustive, non-contractual and may be added to or changed from time-to-time following discussion and consultation with the post holder and line manager.