



SCIENCE
BASED
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

Customer Experience Lifecycle Associate

Location: UK

Apply by: Friday 29 May 2026

Job Purpose and Background:

We're seeking a data-driven Customer Experience Lifecycle Associate to oversee our customer engagement and reporting infrastructure. This role sits at the intersection of customer experience, communications and data analysis. You will be responsible for building, maintaining and executing scalable communication plans and data dashboards that drive engagement across the customer journey—from initial portal registration to long-term retention, and any new commercial services such as supplier engagement programs. The Customer Experience Lifecycle Associate should expect to spend approximately 40% of their time managing, developing and tracking customer lifecycles, 40% of their time working with customer data, developing dashboards and reporting and 20% of time working on new service development and growth opportunities plus improving the existing customer experience.

This position will report to the Services Growth & Development Manager within the Customer Experience team within the Services department. They will also closely collaborate with the Target Validation, Target Operations and Outreach & Engagement teams.

About the SBTi:

The Science Based Targets Initiative (SBTi) is a global body enabling businesses to set ambitious emissions reductions targets in line with the latest climate science. It is focused on accelerating companies worldwide to halve emissions before 2030 and achieve net-zero emissions before 2050. The SBTi defines and promotes best practices in science-based target setting, offers resources and guidance to reduce barriers to adoption, and independently assesses and approves companies' targets.

SBTi Services Limited is a wholly owned subsidiary of the Science Based Targets initiative (SBTi), a corporate climate action organization and standard-setter that enables companies and financial institutions worldwide to play their part in combating the climate crisis. SBTi Services is a distinct legal entity and operates independently from the standard-setter, the Science Based Targets initiative.

For more information, please visit www.sciencebasedtargets.org

Key Responsibilities:

- **CRM & Campaign Management**

- Email execution: Oversee and execute all email campaigns sent via the CRM to services customers. Includes content review, recipient list, schedule and delivery, ensuring a high standard of quality and brand alignment.
- Campaign performance management: Track KPIs on engagement such as open and click rates. Improve processes based on those insights, such as A/B testing and contact management.
- Governance: Manage the repository of email templates, including automated emails and coordinate scheduling to ensure customers are not over or under communicated with and undertaking at minimum bi-annual review to ensure content is up to date.
- Journey Mapping: Own the development of customer lifecycles to engage key customer groups at scale along their journey (e.g., commitment processes or re-engaging inactive portal users).
- Retention Strategy: Develop and execute strategies specifically aimed at engaging critical customer groups to drive retention, working with the Key Account Support Managers.
- Collaboration: Work closely with the wider SBTi Communications team and the Marketing Manager to ensure consistent messaging and value propositions. Also working alongside SBTi Services data & products team, and Strategy & Transformation teams to ensure consistency and limited duplication across departments.

- **Data, Reporting & Insights**

- CRM Utilization: Leverage the CRM to build reports and extract data for customer experience needs
- Analytics: Develop and maintain data dashboards, analyzing data, building logic and identifying trends, from retention reporting and supplier engagement tracking to supporting metrics to track success for new services.
- Stakeholder Reporting: Provide regular updates and performance insights on key campaigns and customer milestones to key business stakeholders, including the Executive Leadership Team (ELT).

- **Improving Customer Experience & Supporting Service Development**

- Customer Satisfaction Reporting: Own quarterly customer satisfaction surveys, issuing surveys, cleaning data, driving analysis and sharing solutions to improve customer experience
- Scalable Solutions: Partner with the Services Growth & Development Manager to build scalable reporting solutions for the commercialization of new services such as supplier engagement program
- Utilize our customer data to identify gaps in our customer journey, identify areas for improvement, or opportunities to grow new or existing revenue streams

Experience and Skills:

- **Technical Skills**
 - **CRM & Support Tools:** Proficiency in managing customer data and communications via CRM platforms; experience with Freshworks is highly desirable.
 - **Data Visualization:** Strong experience in building dashboards and reporting in Data Studio (formerly Looker) or Power BI.
 - **KPI Tracking:** Proven ability to track and report on performance metrics such as conversion rates, pipeline development, and engagement.
- **Professional Experience**
 - **Strategic Communication:** Experience in developing customer lifecycle communications through complex B2B customer journeys
 - **Data Analysis:** A strong background in utilizing customer data to identify market trends and inform content priorities.
 - **Project Management:** Demonstrated ability to coordinate complex projects involving multiple internal and external stakeholders.
 - **Sustainability Knowledge:** A foundational understanding of science-based target setting principles and the SBTi ecosystem is a significant advantage.
- **Interpersonal Skills**
 - **Collaborative Mindset:** Ability to work across departments, particularly with Services, Communications and Strategy & Transformation teams
 - **Clear Communicator:** Excellent written and verbal communication skills, capable of translating complex data into actionable insights.

Important information before you apply:

- This is a full-time role based in the UK.
- The salary for this role will depend on location and experience level.
- This role is a fixed term contract for 12 months with a high likelihood of extension.
- Interested candidates should be legally allowed to work in the specified countries and already be visa holders. **The SBTi cannot sponsor working visas.**

If you are interested, please complete our [application form](#).

Due to the high volume of applications we receive, only shortlisted candidates will be contacted. Thank you for your interest in SBTi.

What we offer:

- Working in one of the most successful and fastest-growing initiatives driving climate action.
- Exciting and challenging tasks in a dynamic, international, innovative, and highly motivated team.
- Training and development.
- Attractive holiday package plus public holidays in your country.
- Competitive NGO salary range

SBTi is an equal opportunity employer - committed to building an inclusive workplace and diverse staff, where all can thrive. We welcome and strongly encourage applications from candidates of all identities and backgrounds, and do not discriminate based on race, color, religion, gender or gender identity, sexual orientation, national origin, disability, or age.