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# Example of CRM Director Job Description

Our company is looking to fill the role of CRM director. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for CRM director

* Responsible for managing risk by setting the tone, monitoring risk culture and holding employees accountable
* Responsible for developing consumer data insights and building actionable brand plans that drive direct to consumer business results
* Serve as brand point person to GA’s database and email vendors (Harte Hanks and Salesforce, respectively) to ensure database name collection, email, and direct mail goals are achieved
* Support strategic brand objectives, launches and activities
* Lead the development and optimization of the GA Beauty online loyalty program
* Partner with Brand Graphics team on design of all marketing collateral, interactive and digital media, and in-store POS, as it relates to loyalty
* Enthusiastically champion CRM concepts
* Develop segmentation and thorough understanding of the omni-channel customer
* Lead all customer acquisition and retention strategies
* Develop customer profiling and segmentation framework to inform development of a life-cycle program that will drive cohort-level conversion and spend-by-customer metrics

## Qualifications for CRM director

* Strong analytical abilities and a thorough understanding of key ecommerce, digital marketing, and CRM concepts
* Demonstrates initiative with a results orientation, and is highly resourceful (stretches people and money
* Very disciplined
* Experience using marketing technology to drive business results, including ESPs, mobile push notification providers, on-site and in-app personalization tools
* Experience leading customer loyalty, digital and direct marketing programs
* Advanced skills in Microsoft PowerPoint, Excel (Pivot Tables, VLookup, ) and/or Access