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# Example of CRM Specialist Job Description

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

## Responsibilities for CRM specialist

* Solution development expertise
* Deep understanding of Software Maintenance Lifecycle
* Execute on annual and campaign-level email plans in support of Media goals and objectives, highlighting any automation or process improvements
* Perform day-to-day email program management for Media including regular importing of subscriber/customer data and the set-up, testing and deployment of email campaigns
* In conjunction with internal experts, ensure email processes are CASL compliant, opt-in forms reflect approved legal language, all data requirements are met, and that the ongoing unsubscribe file is processed in-line with internal standards and documented processes
* Identify new email technologies that improve and enhance the email experience (ie
* Actively participate in ongoing review discussions to provide input into opportunities for optimization
* Coordinate with NAB’s client coverage officers and product partners to ensure deal pipeline is up-to-date in Salesforce
* Analyze complex customer data sets, and take initiatives to maintain the data integrity
* Monitor daily data feed, and verify the accuracy of customer data

## Qualifications for CRM specialist

* Bachelor’s & MBA degree preferred
* Candidate must be willing to operate within assigned geography
* Interest in Beauty Industry required
* At least 2 years of experience in marketing, preferably in a similar or related industry preferred
* Degree in marketing, Communication or IS
* At least 4 years hands-on experience in project management