Downloaded from <https://www.velvetjobs.com/job-descriptions/customer-relationship-manager>

# Example of Customer Relationship Manager Job Description

Our company is hiring for a customer relationship manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for customer relationship manager

* Communicate IT strategic direction and issues
* Understand business strategy and develop technical infrastructure to support this strategy
* Consult and advise
* Drive Weight Watchers subscriber growth through email, direct mail, site and response acquisition efforts
* Enhance Weight Watchers current subscriber retention rates and align with product team on site enhancements to increase engagement
* Complex testing (lists, creative, segmentation, timing, offers) to new and rejoin subscriber segments
* Holistic campaigns created with in house agency partners
* Analyzing the effectiveness of marketing programs on a weekly, monthly and quarterly basis and provide ways in which the campaign can improve
* Manage two direct reports to ensure successful execution of high volume acquisition, winback, triggered retention, e-newsletter, promotional email and direct mail programs
* Budget ownership for Weight Watchers email and direct mail US activities

## Qualifications for customer relationship manager

* Contribution to satisfactory results within the CSC environment
* At least 5 years' experience in Project Management and Project budget tracking
* Managing Salesforce.com – administration, training, of the SF.com system for KSC (Sales Cloud)
* Implementing partners or consultants to assist on select projects where advanced technical aptitude is needed
* Minimum University Degree or equivalent industry experience
* Minimum of 5 years of relevant working experience (preferably at management levels in either network operations, customer service, Commercial or general management)