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# Example of Customer & Strategy Job Description

Our company is growing rapidly and is hiring for a customer & strategy. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for customer & strategy

* Support customer experience data collection, by facilitating day-to-day logistics
* Collaborate with service providers to ensure data accuracy and quality
* Conduct ad hoc requests and varied administrative tasks
* Support business programs by conducting different quantitative and qualitative studies
* Lead the creation of a robust customer insight strategy which includes 1)executing consumer research and building insights roadmap and 2)leveraging primary and secondary research to identify big bets and clarify priorities
* Championing “voice of the customer” in our business decision making, while proactively engaging with the key stakeholder groups in and outside of Japan advocating for the voice of JP customers on behalf of the entire JP business
* Plan, execute, and deliver high quality research outputs by working extensively with stakeholders in defining and executing research studies, dissemination of research outputs, and translating them into impactful actions
* Work closely with technology teams worldwide, in areas of Consumer Marketing Analytics, Mobile engagement, and various Marketing Platforms
* Proactively learn and share best practices, both within Japan and worldwide
* Size and scope customer growth opportunities, which should include a business case,a path to growth, an execution plan, and partnership buy-in

## Qualifications for customer & strategy

* Understanding of North American Digital Channel business would be an asset
* Good understanding of statistics & survey methodologies would be an asset
* Bachelor’s Degree in Marketing, Communications, Business Management or a related communications field
* Progressive consumer marketing and data analytics
* Experience in segment strategy, customer segmentation, or loyalty strategies or similar line of work
* Demonstrated ability to work in a matrix environment with a high degree of collaboration, to partner internally and externally, and to influence cross-functional and senior management to impact decision making