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# Example of Loyalty Marketing Manager Job Description

Our company is hiring for a loyalty marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for loyalty marketing manager

* Work closely with the central RBI Subscription Renewals team the wider Audience Development teams for other RBI brands
* Stakeholder management –you’ll have to work with a multitude of teams within BT, so being able to manage stakeholders, influence them and bring them round to your way of thinking is important
* Proven experience delivering increases in conversion and transactions against target on a high traffic, transactional B2C site
* Delivered digital campaigns and creating and implementing a successful retention programme
* Understanding of web analytics packages, such as Google Analytics, SiteCatalyst, Discover, Adobe Target and Adobe Campaign Manager
* Accountable for the management of the daily operational activities that develop and implement multiple components / processes for a specified section of work or a major section of work within Customer Loyalty and Insights, such as Vendor Collaboration, Pricing and Promotions, Insights or Consumer Research
* Develops strategies for area of specified responsibility and works cross-functionally to create actionable goals to be implementing accordingly for expected/anticipated results
* Helps to define and translate business goals into viable short and long-range plans with actionable goals
* Collaborates cross-functionally and shares information necessary to improve workflow processes
* Oversees the development of technical/business approaches and new or enhanced technical tools

## Qualifications for loyalty marketing manager

* Proven experience with database marketing and web analytics
* Ability to thrive in a fast-paced, entrepreneurial environment with a track record of success in leading cross-functional initiatives
* Must be a self-starter, be self-motivated with a strong desire to win
* Degree holder preferably in Business, Marketing or Communications
* 4 years of experience in marketing with solid exposure in large-scale loyalty or CRM program, marketing communications and promotions
* 5+ years of marketing communications and leadership experience preferably in hospitality, consumer goods or retail