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# Example of Loyalty & Retention Job Description

Our growing company is looking for a loyalty & retention. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for loyalty & retention

* Be responsible for Sales and Retention Call Centre performance metrics include conversion rates, and transaction margin
* Brief new offers & propositions into Sales and Retention Call Centre
* Gather agent feedback on processes, campaigns, new propositions
* Help to define consumer retention offers & strategies during planning
* Be linked in with the customer service team’s activities and any channel activities that impact the Sales and Retention Call Centre
* Manage agent incentive structures with Call Centre Operational Manager
* Attend operational call forecasting meetings
* Create and evaluate CC test and learn initiatives to reduce churn
* Be required to frequently travel to the Preston call centre (2 days/week)
* Call centre experience - close practical familiarisation of how a call centre works

## Qualifications for loyalty & retention

* Intermediate Other Ability to balance multiple projects within varying deadlines
* Intermediate Other Business writing and presentation development skills
* Intermediate Other Ability to leverage data for problem solving and ideation
* Proven experience in building and promoting large-scale customer loyalty/retention programs
* At least 10 years of marketing leadership experience – B2B or B2C
* Exceptional expertise in digital, social and content marketing