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# Example of Manager, CRM Job Description

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

## Responsibilities for manager, CRM

* Accountable for the creation and ongoing management of the overall IT Customer MDM strategy and roadmaps
* Foster effective team collaboration with stakeholders from various teams and divisions within Global Brands/IT and across GM
* Offers creative solutions to project challenges and manages issue resolution
* Understands and protects contact strategy and prioritization of communications across multiple brands and channels
* Understands global data governance policies
* Comfortable partnering with brands while developing projects, act as a brand champion when working with vendors and agency partners
* Create customer journey mapping and develop customer segment communication strategies that drive customer acquisition, retention, and loyalty
* Outline customer analysis direction to answer key business questions
* Gather requirements, create campaign briefs, business rules documentation, and lead launch meetings
* Manage execution and on-time delivery of multi-channel programs

## Qualifications for manager, CRM

* Salesforce Admin Certified preferred
* Salesforce Developer Certified preferred
* At least 2 years working in a CRM focussed roles
* Experience working with CRM data and email platforms
* Understanding of CRM principles and the different stages of a customer lifecycle
* Must have knowledge of sport and betting