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# Example of Relationship Marketing Manager Job Description

Our company is looking to fill the role of relationship marketing manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for relationship marketing manager

* Partner with Business Insights to manage the ongoing optimization of our Customer Success Dashboard to measure key customer value metrics, and diagnose health of our marketing file
* Manage monthly customer satisfaction surveys and synthesize results into actionable insights
* Formulate recommendations for new programs utilizing Core Metrics (web analytics), Business Insights, industry whitepapers, to help quantify untapped business opportunities
* Effectively manage marketing technology vendors to maximize value of platform and services
* Maintain a deep knowledge and curiosity of the CRM/Retention marketing landscape and become a champion for ongoing growth and innovation in how we engage with our customers
* Collaborate with management team on optimization of digital investment
* Conduct measurement and analysis on the effectiveness of existing and new online marketing programs
* Support management team on development of annual business goals of digital investment strategies
* Identify trends and analyze marketing programs, catalog mailings, external prospecting, customer behavior, and purchase patterns
* Manage various brand initiatives -- new store openings, New Mover program, College Marketing, customer acquisition efforts, catalog format versioning

## Qualifications for relationship marketing manager

* Solid understanding of analytics, including segmentation and modeling
* 4+ years Direct Marketing experience, online marketing experience a plus
* Define the lifecycle strategy to drive Azure trials, onboarding, consumption, upsell, save at point of cancelation, and win-back
* Define proactive retention strategy to target Azure customers with low/no consumption who are at risk for churn
* Build out communications and programs across multiple channels including email, web and dynamic in-product messaging
* Define the lifecycle strategy to drive OMS and EMS trials, onboarding, usage, upsell, save at point of cancelation, and win-back