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# Example of Retention Marketing Manager Job Description

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

## Responsibilities for retention marketing manager

* Coordinate with key stakeholders to get program buy in and align on key acquisition & revenue goals
* Own relationship with key vendors who will support in the build out of various programs across both acquisition & marketing automation
* Develop strategy and execution with familiarity in A/B testing and launching new initiatives
* Partner with multiple teams such as Customer Analytics, Creative, Site Merchant, PR, Advertising, and Store Operations / Management
* Manage and develop direct report(s) with the ability to effectively communicate and delegate tasks while overseeing daily execution of ongoing programs and projects
* Focus on increasing customer satisfaction through initiatives that drive loyalty and retention
* Analyze and report on email and push campaign success by evaluating KPIs, including click-through rates, open rates, and unsubscribe rates
* Ensure the copy and creative is in line with the company’s brand guidelines (include mission, value and merch )
* Oversight of all client-facing outbound materials include newsletters, release notes, advisory alerts, sunsets, migrations, help desk, Manage & share holistic calendar
* Build out appropriate ongoing communication touchpoints, by customer segment and lifecycle stage (NL, loyalty appreciation, ) Rely on technology to automate whenever possible

## Qualifications for retention marketing manager

* Ability to thrive in fast paced, entrepreneurial environment
* 5+ years of relevant work experience in marketing / direct marketing including the development, execution and analysis of multi-channel programs
* Demonstrate a desire to improve and grow, willingly take on project tasks and volunteer for opportunities outside of project responsibilities
* 5+ years’ work experience in a marketing-related field with an emphasis in email/online marketing related to customer retention strategies and execution
* Experience with email campaign automation/CRM technologies
* Deep knowledge of Excel and, ideally, hands-on familiarity with analytics tools (i.e., Google Analytics, Coremetrics, Omniture/Adobe)