



Example of CRM Executive Job Description

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Our company is growing rapidly and is looking to fill the role of CRM executive. 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 CRM executive

- Support the execution of the CRM strategy , co-ordinating and executing activity utilising the full mix of communication channels on offer – email, direct mail, in-order documentation, customer care and private events
- Set KPIs to measure campaign results, drive insights and recommendations and communicate these clearly and accurately back to the business, helping to inform business decisions and future campaigns iterations
- Provide innovative ways to target and reward our customers
- Demonstrate a flexible attitude and be responsive to change and last minute requests
- Present complex data clearly to stakeholders managers across the business, ensuring that you provide insights & customer trends through data
- Provide general administrative assistance to the wider Direct Audience Engagement team
- Define, support and coordinate the retention strategy in junction with the Senior CRM Manager
- Manage CRM Promo campaigns
- Work closely with the CRM Analyst to report on the campaigns
- Work closely with the Senior CRM Manager & the CRM analyst on developing initiatives to retain and increase the value of our Top clients

Qualifications for CRM executive

- Demonstrate a strong interest in luxury fashion retail, discount retail industry and the online world
- Experience and an interest in the retail sector is preferred
- Demonstrate passion for CRM, database, social and digital marketing
- Work independently in a structured manner
- Strong relationship management/interpersonal skills (high EQ)