



Example of CRM Executive Job Description

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Our growing company is searching for experienced candidates for the position of CRM executive. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

Responsibilities for CRM executive

- Build and write copy for email marketing campaigns to our loyalty database
- Develop and maintain yearly Integrated Communication Plan in line with all marketing objectives
- Manage and maintain the UK loyalty programme website
- Oversee loyalty programme social media strategy
- Work with various agencies to produce in hotel collateral
- Track and analyse marketing campaign performance, providing regular internal reports
- Devise Acquisition, In-life and retention campaigns through collaboration with Brand, Creative, Proposition, Operations and Commercial teams
- Create Campaign Copy – Briefing in campaign copy requirements to studio team providing guidance on audience, campaign purpose, key messages and channel
- Create Campaign data – liaising with the Commercial and Marketing Teams to validate targeted data selections and deliver on time, to correct segments and against agreed objectives
- Execute Campaign – brief Email Design and Data teams to build the campaigns and ensure they are as automated as possible to correctly deploy according to lifecycle

Qualifications for CRM executive

- Comfortable working in a matrix structure

- Ability to multi-task and prioritize within a constantly changing environment with varying demands, often on accelerated timelines
- Good analytical skills, is flexible, has good written and oral communication skills
- Experience with automotive or financial based clients a plus
- Digital and CRM experience a must